Peter Hart
Leading Pollster and Public Policy Expert

VIRTUAL OFFERING - Reading the Data: The Latest in Public Opinion, COVID-19, and What It Means for the 2020 Presidential Election. In the current time of pandemic crisis, changes are happening with lightening speed. A leading public opinion analyst and pollster, Peter Hart shares the latest survey results to provide a virtual audience with an important set of insights into Americans’ attitudes and perceptions around COVID-19. In this virtual talk, he uses the poll numbers to break down how the health crisis is affecting President Trump’s job approval rating and how peoples’ concern about the virus, the economy, and political response will impact the 2020 presidential race.

Reading the Data: The Latest in Public Opinion and What It Means. Hart takes a fun, interactive look at the latest polling data, sharing nonpartisan insights with audiences about the key changes, trends, demographic information, and top issues they need to know. Our nation is in a period of rapid-fire changes, and Hart has the ability to put it all in context, determining which numbers matter (and which don’t) and how it will play out on the national stage. His is an entertaining and eye-opening look at polling, politics, and public policy.

New Persuasions: The Rules Have Changed. In an intriguing and comprehensive presentation, Peter Hart shares insights on the changes and “new rules” of communication in our hyper-connected age. The world of communications has changed—dramatically, comprehensively, and permanently, but organizations that are listening and communicating as they did five years ago are increasingly out of touch with the people and the issues that matter. Riveting and thought-provoking, Hart is deeply vested in the great adventure of understanding what this sea-change means and identifying the strategies and techniques that will succeed in a “New Persuasion” world.

This presentation is also available as a duo with strategic communications counselor, Dan McGinn.