

PRIME Research and the International Association of Business Communicators (IABC) present

Global Strategic Communication and Measurement Conference

2 – 4 November 2011

Yale Club of New York City, Midtown Manhattan, USA

A global audience of leading corporate communicators and researchers are meeting in New York this November to engage in one of the most important discussions this year: **making the business case for public relations.**

Pre-conference workshop: 2 November 2011

Introduction to Public Relations Research, Measurement and Evaluation

2 November 2011

Syracuse University Lubin House, Upper East Side

Welcome reception open to all conference attendees immediately following this session.

Unique among conferences of this type, the Global Strategic Communication and Measurement Conference is specifically designed for senior communicators and emphasizes international perspectives on how to drive value, improve performance and generate a positive return on PR investment. Hear from the communicators themselves how some of the world's most admired companies and brands deliver positive business outcomes through strategic communication and PR.

- ▶ Learn from award winning case studies from companies like Audi • IBM • PepsiCo • Pfizer
- ▶ Interact with the recognized leaders in business communications from around the world
- ▶ Walk away with the latest insights and best practices in research, measurement and evaluation

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IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

CONFERENCE DETAILS AND REGISTRATION:

iabc.com • <http://www.iabc.com/education/cm/>

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