

SATURDAY, 25 JUNE

Washington, D.C. chapter volunteers will lead outings to two famous D.C. attractions – The National Zoo and the Smithsonian Institution, both with free admission. You'll meet in the Washington Hilton lobby and travel by Metro, then return at your own leisure to the hotel.

The National Zoo is a 163-acre zoological park set amid Rock Creek National Park in the heart of Washington, D.C. For animal lovers and those who have a desire for a close encounter of the furry, slinky, tall, four-legged and then some kind, this is for you! After the zoo visit, consider having dinner at one of Washington's many fine restaurants in the area. Meet at 2:30 pm, maximum group size is 20. The Zoo exhibits close at 6 pm.

Begin your tours of the **Smithsonian Institution** at the Castle, a distinctive red, sandstone building that serves as the focal point for information about the Institution's world-famous museums and exhibitions. Then venture to any of the ten museums within walking distance. Meet at 2:00 pm, maximum group size is 50. The Smithsonian buildings close at 5:30 pm.

Other volunteer-led tours, with admission fees charged by the venue, are also available on Saturday afternoon. Choices include the Phillips Collection, International Spy Museum, Hillwood Museum (home of Marjorie Merriweather Post), Pope John Paul II Cultural Center, Washington National Cathedral, C&O Canal boat rides, and more. See www.iabc.com/conf2005 for details.

SUNDAY, 26 JUNE

1 – 4 pm

Conference Sessions S1 – S4

S1 / Ranly review: Grammar, style and punctuation (Skills Development)

Here's your chance to brush up on the basics of the craft of writing, to get those questions answered that you were too busy to look up or too embarrassed to ask. This interactive, hands-on session will remind you of things you have forgotten and make you feel more professional in what you do. What's more, Ranly will make it fun!

This session will help you master:

- Consistent rules for the comma
- Correct and non-sexist use of the pronouns
- Best use of the verb: tense, voice and mood

Presenter / Don Ranly, Ph.D. / Missouri, USA, is professor of journalism at the University of Missouri School of Journalism. An author of articles and books on writing and editing, he has conducted more than 950 seminars for individual newspapers and magazines, corporations, associations and organizations. This is his 21st IABC international conference, he has led seminars for 34 IABC chapters, and in 2002 he was named an IABC Fellow.

S2 / After the merger: Creating a new identity from the inside out (Public Relations)

Few things in the corporate world have the ability to throw more challenges at a communicator than a merger. Employee confusion and fear, muddled brand identity, integration issues, operational and cultural conflicts, and a host of other potential pitfalls can impair the success of the merger, and result in lost revenue and weakened reputation. With so much at stake,

communicators have the opportunity to play a truly strategic role and make a measurable impact on the company's success.

This workshop will include tips on:

- Merger triage: assessing the company to differentiate minor flesh wounds from potentially fatal traumas
- Yours, mine & ours: practical techniques for merging corporate cultures to create a new identity
- Minding the gap: is the company living up to the merger announcement hype, or is it heading for a fall?

Presenter / Barbara Gibson, ABC / United Kingdom, is a veteran of more than 20 corporate mergers and acquisitions, including some of the world's largest. Her consultancy, BG Communication, helps companies both before and after their merger. Gibson has received more than three dozen professional awards, including the IABC Gold Quill Award. She currently serves as Regional Director for IABC Europe and Middle East.

S3 / How to give journalists what they want (Public Relations)

A recent national survey of journalists by Porter Novelli Canada gave corporations low marks on their performance in delivering news and information to the media on a daily basis. Former journalist Mark Nusca looks at the results of both the Canadian survey and similar surveys in other countries and provides an insider's perspective on how corporations need to raise the bar in their dealings with media.

Topics examined will include:

- A snapshot of current studies to discover what journalists say they expect from corporate communicators;
- What companies are doing wrong in their dealings with the media;
- How to build better relationships with journalists by providing the kind of information reporters, and the public, both want and expect

Presenter / Mark Nusca / Ontario, Canada, directs Porter Novelli Canada's Media Training program and regularly coaches CEOs, senior executives and spokespersons for some of Canada's leading corporations. Previously, he worked for 16 years as a reporter and editor with leading Canadian news organizations The Globe and Mail, The National Post and the Canadian Press wire service.

S4 / Beyond a corporate fad: How to make sure employee engagement becomes a reality in your organization (Employee Communication)

Employee engagement is currently the high priority for professional communicators. But a recent global study shows that frequently it is an objective that is falling down at the first hurdle because organizations fail to transition the corporate initiative into a process that employees can own and drive forward.

You'll review exclusive studies findings regarding:

- The most common gaps in the design, implementation and measurement of engagement programs
- Real-life practices to involve employees, build their commitment and encourage them to go the extra mile

- A six-step model that helps embed engagement in the processes of your organization, turning it from corporate fad to “corporate fact”

Presenter / Kieron Shaw / United Kingdom, is head of research at Melcrum Publishing, where he conducts tailored studies for a benchmarking group of senior VPs and directors of communication. He authored the research reports *Making Managers Better Communicators*, *Internal Communications Management* and *The Structure of Internal Communication Functions*.

4 – 5 pm

Conference Orientation

Whether you're a first-time conference attendee or a veteran, a potential member, a new member or long-time member, you need to attend this session! Popular IABC conference speaker Karen Susman will teach you skills that you can use immediately to build your business, enhance your career, improve your conference experience, and make important IABC connections. You'll learn how to introduce yourself and enter into conversations, set a goal for the conference, ask for what you need, and build connections during and after the conference. Bring business cards! Refreshments will be served.

Presenter / Karen Susman / Colorado, USA, works with clients like Marriott, NBC and Ketchum Public Relations. She has spoken at five IABC international conferences and for IABC chapters and districts in South Africa, Colorado, New Jersey, Kansas City and Iowa. Susman's guidebook is *102 Top Dog Networking Secrets*.

5:30 – 6:30 pm

Opening General Session and Keynote Address

All the world's a stage: An evening with James Carville and Mary Matalin

Join Washington's most famous political strategists and husband-and-wife team in an entertaining and enlightening look at international politics and the issues that continue to shape the new millennium. Mary Matalin and James Carville have been key players on the world stage for more than two decades, and offer fiery discourse and unmatched insight on how today's leaders communicate their news and views on global issues. Matalin and Carville will provide lively debate and incisive commentary on how world leaders tell their stories, with practical lessons for communication professionals.

Matalin formerly served as assistant to United States President George W. Bush and counselor to Vice President Dick Cheney, and was the first White House official to hold that double title. Before joining the White House, she hosted CNN's acclaimed show *Crossfire* and was the founding co-host of CNBC's weeknight talk show, *Equal Time*. She co-authored the best selling book, *All's Fair: Love, War, and Running for President* with Carville, who was the chief campaign strategist for U.S. President Bill Clinton and Vice President Al Gore in 1992.

Carville has managed more campaigns than any other political consultant, and has a client list that has included Greek Prime Minister Constantine Mitsotakis, Brazilian President Fernando Enrique Cardoso, Honduran Prime Minister Carlos Flores, President Jamil Mahuad of Ecuador, and British Prime Minister Tony Blair. Captured in action on the HBO series *K Street* and in the Academy Award-nominated documentary *The War Room*, Carville has devised the most dramatic political victories of our generation.

IABC and Agilent Technologies invite you to join us for a memorable and thought-provoking experience.

Sponsored by



6:30 – 8 pm

Welcoming Reception

IABC's Sunday evening Welcoming Reception is your opportunity to reconnect with distant colleagues, make new acquaintances from around the world and network with business contacts. And as you mingle with the diverse collection of individuals who have come to experience the IABC conference along with you, you'll rediscover the joy of communication that led you to this business in the first place. Welcome to Washington!

MONDAY, 27 JUNE

7:15 – 8:15 am

Think Tanks 1 – 3

Three expert-facilitated think tanks provide an open forum for experienced communicators to share their successes and challenges in measuring and communicating the organizational value of their projects and counsel. The results of this process will not only provide new insights and networking contacts for participants, but it will also inform important IABC research and educational offerings.

Think Tank 1 / Owning communication when you report to legal or HR

Presenter / Paul M. Sanchez, ABC, APR / United Kingdom, is the practice leader for Mercer's communication consulting practice in the U.K., continental Europe and the Middle East. He has more than 20 years experience in all aspects of organizational communication, including change management, HR programming, employee research and crisis communication.

Think Tank 2 / Demonstrating communication's business value: Trends, challenges and best practices

Presenter / Diane Gayeski, Ph.D. / New York, USA, is professor of communications at Ithaca College and CEO of Gayeski Analytics. The author of 13 books, she's led more than 300 projects for clients worldwide linking communication management, organizational learning and their impacts on organizational performance.

Think Tank 3

Topic and facilitator to be announced

This session is included in your daily, full or all-inclusive registration fee. Breakfast will not be provided.

8:30 – 9:30 am

General Session

The leadership lessons of Tony Blair
Lord Gould of Brookwood

As Europe's leading strategist in politics and public affairs, Philip Gould is a central figure in the modernization of the British Labour Party and advises Prime Minister Tony Blair on a regular basis. Gould has served as strategic and polling advisor to the Prime Minister since 1994 and has unique insight on Blair's communication and leadership approach.

In addition to his work for the Labour Party, Gould has contributed strategic advice to the 1992 and 1996 U.S. presidential campaigns. He has served as an adviser to German Chancellor Gerhard Schroeder, Greek Prime Minister Costas Simitis and their respective national campaigns, and has advised political parties in the Netherlands, Denmark, Norway, Austria and Sweden.

In 1985, he set up his own strategy and polling company, Philip Gould Associates. Philip Gould Associates works with corporations including BP, Goldman Sachs, British Airways, Coca Cola, and Mars. Gould has conducted opinion leader research, focus groups and quantitative polling in almost every country in Europe in the last year as well as in the U.S. and worldwide.

In this plenary session, you'll gain an insider's view from Britain's leading professional strategist and one of the world's brilliant minds.

Presenter / Philip Gould / United Kingdom, is a visiting professor at the London School of Economics and lectures on media and communication. He also regularly lectures at the London Business School. He is the author of *The Unfinished Revolution*, described as "one of the most important political books to have appeared for many years." He writes regularly on issues around communication and corporate and political strategy. *Marketing Magazine* described Gould as "having the greatest marketing mind of our generation," and he was depicted as "mercurial and brilliant" and a "phenomenon" in Anthony Seldon's biography of Tony Blair. Philip Gould was made a life peer in 2004.

10:30 – 11:45 am

Conference Sessions M1 – M8

M1 / Developing and delivering a global internal communication strategy in a multi-national, decentralized business (Strategy & Counsel)

Pharmaceutical company AstraZeneca's investor relations, public affairs, government affairs, corporate PR and internal communication functions reside within its Corporate Affairs Department. Developing and delivering a global strategy is especially challenging when communicators occupy roles in different functional, national and global groups within the corporation. See how this pharmaceutical industry leader keeps its communicators on the same page even though they reside in many different places.

In this session you'll learn:

- How to develop and align internal and external strategic approaches to support business outcomes
- Ways to foster global team ownership of the communication strategy
- Techniques for measuring effectiveness and outcomes

Presenter / Katharina Auer / United Kingdom, has significant expertise in global external/media relations, internal communication, branding, marketing communication, community affairs and e-media. She is currently director of global internal communications for AstraZeneca, and previously served as leader – corporate communications for GE Capital European Equipment Finance.

M2 / Working in a regulated environment: How corporate governance affects corporate communicators (Business Management)

For many U.S. companies, the ultimate decision maker isn't the CEO – it's Uncle Sam. In this session you'll discover how the new regulatory environment in the US has impacted US-based companies, and what that means for communicators. John Jacobs will discuss the implications of corporate governance standards, The Sarbanes-Oxley Act and other regulatory issues affecting U.S. and international stock issuers.

This session will cover:

- Key information about current regulatory environment
- The importance of corporate governance reforms and independent regulatory bodies
- The NASDAQ's corporate governance model

Presenter / John Jacobs / Maryland, USA, is executive vice president and chief marketing officer for the NASDAQ Stock Market. His group is responsible for NASDAQ's brand marketing, including advertising, marketing communication, market research, public relations and media relations. He also serves as CEO of the NASDAQ Financial Products Division, where he is responsible for all aspects of the financial products business strategy.

M3 / Corporate social responsibility: Doing good and doing well (Marketing & Brand)

In today's increasingly socially conscious environment, consumers are demanding to know more about the background of the companies they do business with. Corporate responsibility is no longer a "nice to do" or "should we do" activity, it's become a "what more can we do" priority. Verizon recently examined the ways it affects the world in which it operates, and published its first annual "Corporate Responsibility Report." This session will discuss the process for – and importance of – cataloging, codifying, and communicating your organization's commitment to the community.

You'll learn:

- Why CSR should be a vital part of your organization's DNA
- How to assess what you're doing and find ways to leverage your activities
- Effective ways to share your record with key audiences

Presenter / B. Keith Fulton / Washington, D.C., USA, is vice president – strategic alliances for Verizon, the largest communication company in the U.S. His previous technology and CSR-related responsibilities at the U.S. Department of Commerce, AOL, AOL Time Warner, and the National Urban League have made him a leading authority on bridging the digital divide.

M4 / The new language of innovation (Future Trends)

Executives overwhelmingly view innovation as the basis for long-term growth and success. Based on work conducted outside the for-profit sector, this interactive session will explore how leaders can build a new language that not only describes innovation's role in producing economic value but also creates a fundamental connection between deeply held individual and organizational values.

In this session, you will explore these critical questions:

- What are the major challenges that organizations face in making innovation happen consistently?

- How can leaders effectively connect the "value" and "values" of innovation through language?
- How can a new language of innovation assist leaders in identifying the organization's most capable and talented contributors to the work?

Presenter / Jeff De Cagna / Virginia, USA, is chief strategist and founder of Principled Innovation LLC, a consultancy that works exclusively with associations on the challenges of strategy, innovation and knowledge. He is a Fellow of the American Society of Association Executives, a frequent speaker and author, and a graduate of both the Johns Hopkins and Harvard universities.

M5 / I faced the White House Press Corps and lived to tell the tale (Skills Development)

You think your media relations challenges are tough? Try being the spokesperson for the President of the United States! Get a candid, behind-the-scenes look at life in the White House press office from a veteran of two U.S. presidential administrations. Learn how skills developed in that politically charged environment can be applied to business communication projects in the private sector.

Attendees will learn:

- How to effectively communicate with leaders
- The three essential elements for success as a press spokesperson
- How humor can help in global communication

Presenter / Peter Roussel / Texas, USA, has served as press secretary to Congressman and Ambassador George H. W. Bush (later elected President of the U.S.), staff assistant to former President Gerald Ford, and special assistant & deputy press secretary to former President Ronald Reagan. Roussel is the author of the White House-based satirical novel *Ruffled Flourishes* and is an on-air political commentator for KTRK-TV in Houston, Texas.

M6 / Employees as storytellers: Building Vancity's brand from the inside out (Employee Communication)

Bankers as storytellers? That's just what happened at Vancity Credit Union when almost 2,000 employees collectively authored their company's story. The result was a richly rewarding employee journey, a shared answer to the question "who are we, what makes us special and what differentiates us from our competitors?" and a unifying vision of the company's future.

In this session, you'll hear:

- How Vancity gained employee participation at all levels throughout a 15-month process
- How the Vancity story is aligned throughout the company's business
- Where Vancity will take the story – and where the story will take Vancity – in the future

Presenter / Paula Martin, ABC / British Columbia, Canada, is vice president, public affairs & corporate communications for Vancity, Canada's largest credit union. Before entering the public affairs and communication profession, Paula worked as a journalist, first as a reporter with the Winnipeg Free Press and then as a producer with CBC Radio's national current affairs program "As It Happens."

M7 / The right way to communicate that things have gone wrong: A case study of disclosing an adverse medical event (Public Relations)

When one of Canada's largest hospitals discovered it had made a potentially serious error affecting nearly 1,000 patients, the public relations department was called upon to develop a

crisis response plan to inform the public about the situation while keeping the institution's excellent reputation intact. Ethical dilemmas abounded as the PR department and crisis response team managed the emotionally charged situation.

Through this case study, participants will learn:

- Techniques for getting support from senior management and other key decision makers
- Skills necessary to prepare for the potential disclosure of negative news
- Tips to stay focused and sure of your strategy when others disagree

Presenter / Craig DuHamel / Ontario, Canada, is the chief of public affairs and community relations at Sunnybrook and Women's College Health Sciences Centre, one of Canada's largest teaching hospitals. He has a bachelor's degree in of Public Relations from Mount Saint Vincent University in Halifax, Nova Scotia and a master's of science in Public Relations from the University of Stirling in Scotland.

M8 / Leveraging cooperation and communication to revitalize an industry (Strategy & Counsel)

British Columbia's coastal forest industry was in a crisis that demanded collaborative action by industry, labor and government. A new consensus with labor would not be easily achieved, so industry knew that it must proactively communicate causes of the crisis and how it affected all B.C. citizens, as well as their vision of the future. Through an intensive communication campaign, three competing companies came together in an unprecedented way to create and present a vision to revitalize an industry in crisis and achieve labor peace.

In this session, you'll learn:

- The importance of research in developing effective strategy, tactics and messaging and in measuring results
- How to reach diverse audiences in a limited amount of time
- Ways to actively seek and use input from key internal and external stakeholders to create a foundation of support

Presenters / Virginia Aulin / British Columbia, Canada, is vice-president of public affairs and government relations for TimberWest Forest Corp. She has 12 years of strategic communication and public affairs experience with companies including Weyerhaeuser, MacMillan Bloedel Ltd. and Burson-Marsteller Public Affairs. She has received four IABC Gold Quill Awards and the Business Issue Award.

Steve Crombie / British Columbia, Canada, is director of public affairs and communications for International Forest Products Limited (Interfor). He has more than 20 years of journalism, public affairs and strategic communication experience including serving as supervising editor of Broadcast News (The Canadian Press) and director of public affairs for the University of British Columbia. He has received two IABC Gold Quill Awards as well as several Canadian journalism and communication awards.

12 – 1:15 pm
35th Anniversary Luncheon

Connecting with Youth

“You just don't understand me!” If you're the parent of a teenager – or if you were ever a teenager yourself – odds are that this phrase has surfaced in at least one or two of your inter-generational conversations. If men are from Mars and women are from Venus, as one best-seller suggests,

then young people are perhaps from another galaxy altogether. Well guess what: corporations don't understand youth any more than their parents do, and that's a big mistake, according to Jennifer Corriero.

Drawing on her own experiences as a young entrepreneur and consultant, as well as some of the most up-to-date research available, Jennifer will discuss how all types of organizations are, can be, and should be engaging youth across their work. You'll discover the steps you and your organization must take to connect with the youth demographic, and the expectations this "Net Generation" has as citizens, employees, customers and students.

Setting the stage for this thought-provoking session will be an introduction from IABC Fellow Christopher H. Bunting, ABC.

Presenter / Jennifer Corriero / Ontario, Canada, is an innovator and leader with a broad background in developing and driving youth programs related to technology, collaboration and entrepreneurship. She is the co-founder of TakingITGlobal.org, a non-profit social venture that connects and supports over 60,000 members in 200 countries. TakingITGlobal.org is the world's premier global online community for youth interested in making a difference. She is an Organizing Committee member for the Youth Employment Summit Campaign, and was a member of the Canadian government delegation to the World Summit on the Information Society.

Use the registration form to purchase a ticket to this extra-fee event, or purchase an all-inclusive registration. Individual tickets are U.S. \$60.

Sponsored by



1:30 – 2:45 pm

Conference Sessions M9 – M13

M9 / Pat your head, rub your tummy and whistle through the leadership graveyard

(Strategy and Counsel)

The undisputed organizational payoff of targeted, managed internal communication is justification enough for communicators' use of stealth (and all other value-adding means necessary) to herd their leaders from the old paradigm of employee communication as a "nice to have" to the 21st-century reality of employee communication as strategy-critical.

In this session you'll learn to:

- Shock early, continually deploy awe, 'disturb' the system – and survive!
- Brief leaders with a compelling picture of communication as strategy-critical
- Use Gavin-Hodges' new Communication Management Rule Sets to help leaders match their "do" to their "say"

Presenter / Roland L. Draughon / Pennsylvania, USA, has more than 25 years of communication management experience and is leader of Gavin-Hodges Associates' professional development seminars. He is a recipient of The Gold Quill Award of Excellence for communication training, was ranked #1 presenter by IABC Chicago 2002 participants and is still often queried about his IABC New York 2001 presentation "Piano Lessons for 1,000-pound Gorillas."

M10 / Cutting through the fog: Communicating financial information to a non-financial audience (Business Management)

Communicating financial information is a two-way street, but how do those knowledgeable of financial data communicate financial information to an audience of stockholders, board members, the public or even other employees who have little or no financial background? Learn how to “walk through” critical information with non-financial audiences.

Topics to be covered include:

- Sifting the chaff: learning what does and does not need to be communicated
- Lighting the path: relating to your audience
- Pointing out the potholes and walking together: emphasizing critical data and establishing ongoing communication helpful to all

Presenter / James D. Cole / Virginia, USA, is director of development for the Masonic Home of Virginia. His twenty-five years of professional experience include roles as auditor, founder, officer and consultant with numerous organizations throughout the U.S. He regularly speaks on such topics as financial reporting, taxes, accounting, auditing, endowment administration, fundraising, board development, planned giving and organizational structures.

M11 / No more excuses: How to do research when you don't have a budget (Public Relations)

Technology has made measurement and research so much more affordable that communicators can no longer use "I can't afford it" as an excuse. This session will begin with the basic steps to setting up a research program and go on to discuss how to get that research program implemented for little or no money. It will also review the range of new technologies that have brought the cost of research down, discussing the pros and cons of new technologies vs. more traditional methods.

Attendees will learn:

- How to set up a measurement program to meet your needs and your budget
- How to evaluate the array of research tools available
- How to make sure that there's always enough money in your budget for research

Presenter / Katie Delahaye Paine / New Hampshire, USA, is the founder of KDPaine & Partners. Her company publishes *The Measurement Standard* and the *One Minute Benchmarking Bulletin*, international newsletters entirely devoted to measurement of communication effectiveness.

M12 / Mapping your career success (Future Trends)

If you don't know where you're going, any path can take you there. But your career is too important to be left to chance, and time spent planning will result in a better result down the road. In this session, top pros in the communication profession – including a renowned executive recruiter – will share tips to help you map your personal career success strategy.

The panelists will discuss:

- Effective strategies for thriving in a competitive job market
- Methods to prepare yourself for the changing business environment
- Future hiring trends for the communication and PR fields

Moderator / Brenda C. Siler / Maryland, USA, has 30 years of experience in leading communication programs in a variety of U.S.-based nonprofits and associations including the American Speech-Language-Hearing Association, the American Red Cross, United Way and AARP. She is a past chairwoman of IABC.

Panelists / Meryl David, ABC / New South Wales, Australia, is internal communications manager for Zurich Financial Services Australia. She is the former regional director for IABC Asia/Pacific, and currently serves as IABC's director of international accreditation – Asia/Pacific.

William C. Heyman / New York, USA, is president and CEO of Heyman Associates, a leading international communication executive search firm. He has more than two decades of experience in public relations and executive search.

Torod B. Neptune / Washington, D.C., USA, has spent more than seventeen years directing public affairs communications strategies for a broad range of private and governmental organizations in Washington, D.C. Before joining Waggener Edstrom, he was the chief communication strategist for the U.S. House of Representatives.

M13 / Reputation measurement and management: The case of Liechtenstein (Marketing & Brand)

Reputation management is not restricted to companies and other organizational entities. In fact, nations are increasingly concerned with their reputation relative to other nations, and are actively measuring and managing that reputation. This session covers findings from an extensive study of the reputation and identity of the Principality of Liechtenstein and offers insights useful to all reputation managers.

This session will offer insights about:

- The ways in which solid statistical analysis reveals the factors driving reputation
- Embedding research elements into a strategic reputation management framework for best results
- Appreciating the combination of both quantitative and qualitative research elements in approaching reputation management

Presenters / Rolf Fehlmann / Switzerland, is responsible for corporate communication, corporate identity and public relations for an internationally operating technology firm in the Seimans organization.

Tanja Passow / Switzerland, is a partner at Enzaim Communications, a consulting firm specializing in internal communication, and has contributed expertise regarding country reputation management for several international conferences.

1:30 – 3:45 pm

In-Depth Sessions M14 – M16

M14 / Managing global virtual teams (Employee Communication)

With the arrival of reliable long-distance networking and technologies such as e-mail, fax, audio and video conferencing, and instant messaging, more and more organizations are employing teams distributed around the world. However, research shows that global virtual teams are less successful than co-located teams. This presentation will help you overcome the odds and improve the chances of success for your interdependent, internationally based employees.

In this session you'll:

- Identify the main challenges generated by team composition and multinational teamwork operating in real-time and asynchronously
- Gain practical advice and know-how that will help to neutralize the challenges
- Learn through participation and exercises based on real-life cases and examples

Presenter / Salvador Apud / Texas, USA, is a senior consultant at ITIM International (Netherlands) and managing partner of ITIM America. His current work focuses on providing consultancy and training services in the areas of global team building and leadership, intercultural communication, marketing and advertising, and intercultural management and strategy.

M15 / The human connection: Presenting powerfully with graphics (Skills Development)

If you want your audience to sit up and take notice, you've got to deliver an outstanding presentation with graphic detail. This hands-on session will demonstrate how using the right graphics in the right way will help you connect with your audience and maximize your impact.

Through discussion, theater exercises and individual coaching, you will learn to:

- Tell your story first, in rehearsal, without graphics
- "Build" your visuals by revealing them to your audience bit by bit
- Create images that support your presentation but don't overtake it

Presenters / Carol Doscher / New York, USA, is president of Graceworks Inc., where she trains corporate professionals in presentation skills. Her experience stems from many years performing on and off Broadway and marketing professional services. Her work has been featured in *The New York Times* and Bloomberg Television.

Charles Murray / New York, USA, has been a trainer and coach with Graceworks for the past five years. When it comes to getting an audience's attention, he's a "triple threat," having acted, danced and sung on and off Broadway for 12 years. An experienced arts educator, he specializes in using training exercises such as theater games to strengthen individual expressiveness and foster teamwork.

M16 / Communication that makes a difference: A hands-on experience (Business Management)

Many sessions promise to change your life; this live case study aims to bring change to a D.C.-based nonprofit agency. Strategic consultant Alice Brink, ABC, APR, will facilitate as you work side-by-side with a panel of some of IABC's leading thinkers to diagnose and brainstorm a solution for a real-life communication challenge.

This hands-on experience will give you the chance to:

- Work alongside leaders in the profession in a living learning experience
- Take home new ideas in crisis communication, media and community relations
- Help make a difference through communication for a nonprofit organization.

Moderator / Alice Brink, ABC, APR / Texas, USA is president of A Brink & Co., a public relations consulting firm that works with corporate and nonprofit clients to achieve measurable results. An award-winning communicator with more than 25 years of experience in both corporate and agency settings, she brings a breadth of knowledge and a passion for making a difference to this legacy-making session.

3 – 4:15 pm

Conference Sessions M17 – M20

M17 / Operating in the inner circle as a communication professional: How to partner with executives, add real value and be taken seriously as a strategic counselor (Strategy and Counsel)

As communicators, one of our biggest challenges is gaining access to information and executives early enough to provide strategic counsel. In this session, you'll learn how to position yourself as a key strategic partner with executives so that you'll have the access and credibility to deliver superior results.

Topics of discussion will include:

- How to partner with, coach, and earn the respect of executives
- How to position communication as a core strategic function
- How to provide strategic advice that delivers business results

Presenter / Barbara Fagan-Smith / California, USA, is the founder and President of ROI Communications, Inc., an award-winning internal communication consulting firm. Building on more than two decades of experience in corporate communication and international journalism, she leads ROI's work with Fortune 500 companies, helping them develop and manage effective internal communication projects that deliver clear business results.

M18 / How to repel the barbarians from the gates (Public Relations)

The number of non-government organizations and pressure groups has expanded on an international basis by nearly 400% over the last 10 years to a countable total of around 29,000. Are corporations doomed to a perpetual state of war with attack groups, and if so, what are the best offensive and defensive measures? Or are there ways to minimize bloodshed on both sides and live to fight another day?

In this session we'll discuss:

- Should you fight back or lay low?
- Battle plans for unavoidable skirmishes
- Negotiating with the barbarians.

Presenter / Jonathan Choat, FRSA / United Kingdom, is the founder and chairman of Nexus Communications Group, a leading independent U.K.-based public relations consultancy. He has handled numerous crises for clients over many years – from extortion, kidnapping, and accidental or purposeful contamination, to plant closures, pressure group demonstrations and media sensationalism.

M19 / Ethics and the 21st-century communicator: Results from the latest IABC Research Foundation study (Business Management)

What is the communication professional's role and responsibility in developing a culture of ethical behavior? And what ethical considerations come into play when communicators act as advisors to management during times of crisis and organizational change? Dr. Shannon Bowen will present the findings the IABC Research Foundation's latest study on ethics and will raise a number of issues of concern. An international panel will discuss the findings and their implications for communicators.

Learning objectives include:

- Understanding the views of practitioners about the relevance of workplace ethics
- Gaining information about the ethical issues facing practitioners around the world
- Recognizing the impact of different ethical traditions on communication practice

Moderator / Gloria Walker, ABC, FRSA / United Kingdom, is chairman of the IABC Research Foundation. She is an independent consultant with more than 25 years of public relations, public affairs, and internal and corporate communication experience.

Presenter / Shannon A. Bowen, Ph.D. / Texas, USA, is an assistant professor in the School of Communications at the University of Houston. She won the ICA public relations division Outstanding Dissertation Award for her research in applying Kantian moral philosophy to public relations.

M20 / The 24-carrot manager: Using employee recognition to unleash human potential
(Employee Communication)

Let's face it, explaining corporate values and strategy to a skeptical workforce can be a challenge (O.K., it can feel like ramming your head against a brick wall). So before you smack yourself silly, consider this: communicators at Avis, Marriott, T. Rowe Price and McDonald's Canada have discovered they can get out their CEOs' messages – and grab and hold employee interest – by using employee recognition programs to greater effect.

Attendees will learn how:

- When done right, public recognition of individual achievement is a powerful way to communicate company values and strategies
- Leaders in your organization want – and need – training in recognition tactics from skilled communicators (i.e., you!)
- Communicators can help the organization "live the brand" by publicizing award winners who are brand success stories

Presenter / Adrian Gostick / Utah, USA, is author of the *Wall Street Journal* bestseller *The 24-Carrot Manager*, called "a must read for managers" by Larry King, CNN. Adrian has written for *USA Today* and *Investor's Business Daily*. He earned a master's degree from Seton Hall University, where he is a guest lecturer.

4:30 – 5:30 pm
Afternoon General Session

Topic and presenter to be announced

5:30 – 7 pm
Gold Quill Awards Reception

Recognizing international communication excellence

Surround yourself with professional excellence at the 2005 Gold Quill Gala Reception. Come view outstanding work from around the world and interact with communicators responsible for achieving this level of excellence. Join IABC Chair David Kistle and Gold Quill Chair Jane Voisard in recognizing IABC's 2005 Gold Quill winners during this inspiring and fun-filled celebration.

Use the registration form to order your ticket for this extra-fee event, or purchase an all-inclusive registration. Individual tickets are U.S. \$60.

The 2005 Gold Quill Awards Program is sponsored by

MERCER

7 – 9:30 pm

Networking Dinner

Roof Terrace Restaurant, Kennedy Center for the Performing Arts

Unwind and meet fellow attenders over dinner at one of Washington D.C's premier restaurant destinations. Enjoy panoramic views of the Potomac River, Washington Monument, Jefferson Memorial and Lincoln Memorial from the expansive outdoor terrace and dine on the restaurant's critically acclaimed Modern American cuisine while you enjoy the company of colleagues and friends.

Use the registration form to order your ticket for this extra-fee event, or purchase an all-inclusive registration. Individual tickets are U.S. \$70 and include transportation, dinner and one drink ticket.

TUESDAY, 28 JUNE

7 – 8:15 am

Business Breakfasts with Fellows 1 – 3

Business Breakfast 1 / Cutting-edge practices in communication planning and management

There is always a better way to practice communication planning and management. This breakfast discussion group invites the best and the brightest to share cutting-edge trends and practices. The most compelling benefit of this session is that it is a highly interactive sharing of experiences by top communicators worldwide.

Presenter / Lester R. Potter, ABC / Virginia, USA, an MBA, is president of Les Potter Incorporated, an international consultancy he founded in 1998. He is also visiting assistant professor in the Department of Mass Communication and Communication Studies at Towson University, Maryland. He was named an IABC Fellow in 1997.

Business Breakfast 2 / Communication leaders or Luddites?

In the early 1800s, Luddites rioted in Britain resisting the advances of technology. Two centuries later, we are not rioting yet, but many of us cling to old familiar ways of communicating. Waves of new technology constantly bring us new communication choices. Do we lead the way or resist change? Take a short non-technical journey with Tudor Williams, ABC into this new world of communication technology, discuss what is changing and why, and identify opportunities you will not want to miss with your business communication and the tools and tactics you use.

Presenter / Tudor Williams, ABC / British Columbia, Canada, is a management consultant with more than 30 years of professional experience in communication management. Williams was named an IABC Fellow in April 2004. He has received five IABC Gold Quill Awards and the Institute of Public Relations' Golden Ruler Award for excellence in communication measurement.

Business Breakfast 3 / The future of organizational communication

If you think performance counts now, you haven't seen anything yet! Come hear what companies are doing to shift their priorities and focus on those parts of the organization that can drive performance results most. Jim Shaffer will show you how communicators can affect increasingly higher levels of operating and financial performance, building communication as an organizational capability even more important than customer relationship management, capital allocation, investment management and sales channel optimization.

Presenter / Jim Shaffer / Maryland, USA, leads the Jim Shaffer Group, a consultancy devoted to creating compelling places to work. His book, *The Leadership Solution*, has been hailed by leading CEOs as "invaluable for someone wanting to lead an organization into the future." Shaffer was named an IABC Fellow in 1999.

Use the registration form to order your ticket for this extra-fee event, or purchase an all-inclusive registration. Individual tickets are U.S. \$20 and include continental breakfast.

8:30 – 9:30 am
General Session

Communication makes a "great place to work"

The best companies to work for earn that reputation by using great communication to foster growth and encourage loyalty from both customers and employees. This panel discussion will feature senior leaders from global companies that are rated by their employees as great places to work.

You will:

- Learn how communication can help your company land a spot on a top employer list
- Hear about test-driven strategies and tactics from communicators whose work epitomizes employee-driven communication
- Appreciate why being validated as a best company to work for is increasingly important for long-term business sustainability.

Moderator / Robert Levering / California, USA, is co-author of *Fortune's* annual list of the "100 Best Companies to Work for in America." He is also co-founder of the Great Place to Work® Institute, Inc. Levering has been the subject of feature interviews in *Newsweek*, *USA Today*, *U.S. News & World Report*, *The New York Times*, *Industry Week*, *Exame* and *Han-kyung Business Weekly*, as well as a guest on dozens of TV and radio shows, including "The Oprah Winfrey Show" and "CBS Morning News."

10 – 11:15 am
Conference Sessions T1 – T8

T1 / Crisis communication: Lessons from the front lines(Strategy and Counsel)

PeopleSoft's battle to fend off software rival Oracle will go down as one of the longest hostile takeover attempts in U.S. business history. You'll learn how PeopleSoft, the world's second largest enterprise applications company, rallied employees, customers, shareholders and the community in its well publicized struggle. PeopleSoft's top corporate communicator will share the evolving strategies and cutting-edge tactics her team used from the day Oracle launched its bid in June 2003.

You'll learn how:

- PeopleSoft coordinated its messaging across multiple audiences and over time
- The corporate communication team harnessed innovation and creativity to get its word out
- Communicators and employees executed “business as usual” during “business unusual”

Presenter / Kara Wilson / California, USA, is group vice president of PeopleSoft Corporate Communications, responsible for media relations, analyst relations, internal communications, field communications and market intelligence. Before joining PeopleSoft, Wilson managed product marketing and enterprise applications implementations at Accenture and Sybase.

T2 / Integrating internal and external communication in transformational change (Business Management)

Effective, integrated communication is a key to transformational change in any organization in the 21st century. So, what is the role of employee communication in ensuring that internal and external messaging are consistent and truly aligned? Through case studies and discussion, this session will explore examples of successful integrated communication and learn lessons from those that were less successful.

Key learning points will include:

- Processes for planning and delivering integrated communication
- Suggested ways to organize integrated communication teams
- Hints and tips for successful communication during transformational change

Presenter / Jane Sparrow / United Kingdom, is general manager, communication & change for Sony Europe. Prior to her current role, Sparrow was a senior management consultant for MCA Communicates, where she assisted board-level clients with marketing and communication challenges. She is currently the Regional Deputy Director for IABC Europe.

T3 / Chinese brands: Breaking down old walls (Public Relations)

One of the most important events of the last decade of the 20th century has been the emergence of China on the world stage as an economic and political power. After more than 30 years of reforms a very interesting trend is developing: the emergence of Chinese multinational companies trying to establish brands with a global reach.

At this session, you will learn about:

- The significant challenges faced by Chinese companies
- The impact of China's emerging multinationals on the world market
- Results of case studies of Chinese companies that have taken significant steps towards establishing a global brand

Presenter / Serge Dumont / China, has been called the father of the Chinese public relations industry. He is Chairman and CEO of Springford Investments Limited, a consultancy providing board-level solutions in communication and branding, public affairs, and crisis communication. Most recently he co-authored *Brand Warriors – China*, the first book to analyze 14 top Chinese brands through interviews with senior management.

T4 / Public relations research and evaluation: Evolving from why (Marketing & Brand)

Like many other functions within their purview, senior executives expect public relations to be measured – and most public relations professionals agree. The breakdown occurs because many business communicators don't know how to measure or what can be done with the research after

it's been conducted. In the current business climate, communicators must not only measure, they must align PR strategies with marketing strategies and apply what they learn to create more productive, more efficient communication programs year after year.

In this session you will:

- Discover why measuring public relations is now mandatory
- Gain insight into ways to create the right evaluation system for your organization
- Use case studies to understand how organizations make the PR-to-sales connection

Presenter / Mark Weiner / Connecticut, USA, CEO of Delahaye Medialink, is a frequent lecturer on measurement topics for Ragan Communications, IABC, the Public Relations Society of America (PRSA), The Conference Board and The Arthur Page Society. He is on the Editorial Advisory Board for *The Strategist* (PRSA), *PR Reporter* (Ragan Communications) and *PR News*.

T5 / Get what you pay for: Giving employees a healthy understanding of their medical care options (Employee Communication)

In 2004 Honeywell launched a major effort to educate and engage their 60,000 U.S.-based employees regarding the relationship between cost and quality in U.S. health care. Learn how Honeywell, in partnership with Watson Wyatt, created a health care learning curriculum (one that wasn't afraid of using hard facts) focused on creating reasonable expectations of accountability and action.

In this session you'll learn about:

- How a major global organization engaged their employees as change agents
- How communication plays a major role in behavioral change
- Emerging ROI from this ground-breaking approach to change

Presenters / Jodi Hutchison / New Jersey, USA, is director, organization & benefit communications at Honeywell. She has broad experience in the communication field and has held roles in HR communication, benefit communication, internal communication, marketing and public relations in the pharmaceutical, transportation, information systems and services, and aerospace industries.

Kathryn Yates / Illinois, USA, is Watson Wyatt's communication global practice director. She has more than 20 years of experience in communication and operations management and is accomplished in all aspects of employee communication and change management. She has particular expertise in helping organizations develop strategies and programs to build strong, productive employee-employer relationships.

T6 / Internet marketing made simple (Skills Development)

Perhaps the greatest vehicle of change in the past years has been the World Wide Web. With so many sites vying for recognition, the use of PR to create visibility and advance Web sites is becoming increasingly crucial. Creative and effective tactics become the driving force for establishing and maintaining a sound presence among the rush of the competition jumping on the Internet bandwagon.

In this session, you'll discover:

- How Internet marketing employs the same methodology and theory as traditional public relations and integrated marketing

- The most recent research on how and why consumers and the public are influenced by Internet marketing, and how to turn the benefits to your advantage
- How to generate support to ensure campaign success

Presenter / John J. Deveney, ABC, APR / Louisiana, USA, is the founder of Deveney Communication. His firm was recently recognized as a Top 5 Boutique Agency of the Year according to *PRWeek's* 2004 awards. He was selected by *PR News* for their first list of "15 To Watch" public relations leaders from across the globe who are shaping the profession.

T7 / E-collaboration: Bringing people together through technology (Future Trends)

Today's complex business environment requires real-time collaboration with distributed workforces, customers and the media across time zones and borders. In this session, you will see how the convergence of technology and communication can improve collaboration and boost productivity, increasing communication's value across the management and operational chain.

You'll gain insight on:

- New technology tools that are changing the way businesses communicate with internal and external audiences
- Best practice applications from smart companies that have increased brand recognition, employee retention and profitability through e-collaboration
- Six strategies for success in a virtual environment.

Presenter / Janice Kapner / Washington, USA, is senior director of branding, demand generation and public relations for Microsoft Office Live Meeting. In this capacity, she develops, implements and manages all aspects of strategic communication. Kapner's team has successfully increased media coverage for the business group by 60 percent with coverage in *The Wall Street Journal*, *USA Today* and *Business Week*.

T8 / Employees first: HBO's crisis response plan (Employee Communication)

After the attacks of 11 September 2001, cable TV programming company HBO conducted an extensive review of its crisis response plan. Central to the company's new, expanded plan is an emphasis on employee communication. Increased dialogue with employees constantly reinforces the importance HBO places on safety in the workplace.

In this session, attendees will learn:

- Methods to establish a cross-departmental crisis command team that's always ready to respond
- Ways to develop crisis scenarios, conduct drills, and build sample scripts around them
- How HBO communicated to employees during and after a crisis using examples of actual communication

Presenter / Judy Quinn / New York, USA, is director of employee communications at HBO. Previously, she was a media reporter at *Publishers Weekly* and *Variety* magazines and also served as executive editor of *Incentive*, a monthly consumer/employee motivation publication.

Ina Siler / New York, USA, is vice president of organizational effectiveness at HBO and is responsible for managing corporate training, leadership development, employee communication and employee volunteer programs.

11:30 am – 1 pm

Research Foundation Luncheon and Seminar

Intranet, paper or face-to-face: What each channel does best

According to philosopher and scholar Marshall McLuhan, “the medium is the message.” New research suggests that the choice of the communication medium can have a dramatic impact on the success of the communication. But in today’s information-overloaded, media-saturated environment, the message most corporate communicators might be tempted to send is “Help!!!” When it comes to delivering your messages, *how* you say it is almost as important as *what* you say. For example, did you know that employees are often unable to follow a chain of reasoning across several linked intranet web pages? Or that while the web and paper documents are invaluable as ways to inform, they are a poor choice for persuasion? At the IABC Research Foundation Luncheon and Seminar, Dr. TJ Larkin will offer food for thought about the “whys” to consider when you consider the ways to communicate. He’ll discuss which medium is best for short, information retrieval, which channel is best for changing behavior and which communication method is best for long, complicated new ideas. If you’re a communicator wondering whether to “net” or not, type or tape, or say or play, this a session you won’t want to miss.

Presenter / TJ Larkin, Ph.D. / New York, USA, is a leading consultant and researcher in internal communication. He and his wife, Sandar Larkin, co-authored one of the Harvard Business Review’s most requested articles, as well as the McGraw-Hill bestselling book: *Communicating Change: Winning Employee Support for New Business Goals*. His firm, Larkin Communication Consulting, has worked with more than 20 global companies, including AT&T, DaimlerChrysler and Bank of America.

Use the registration form to order your ticket for this extra-fee event, or purchase an all-inclusive registration. Individual tickets are U.S. \$125. Part of this fee is donated to furthering the work of the IABC Research Foundation.

1:15 – 2:30 pm

Conference Sessions T9 – T14

T9 / Politics and PR: Integrating public affairs into your communication strategy (Strategy and Counsel)

When your focus is the world of business, it’s easy to overlook the impact of the world of politics on your eventual success. This session will examine the importance of integrating public affairs into corporate public relations programs, and offer real-life examples of corporations that have successfully used public affairs to increase their brand recognition and achieve their corporate PR goals.

Attendees will learn:

- How to use public affairs techniques to achieve corporate communications goals
- How to gain “thought-leadership” through the political arena
- The price of ignoring the political world

Presenter / Don Goldberg / Washington, D.C., USA, is managing director – crisis communications for Qorvis Communications, where he provides crisis communication counsel to organizations and individuals including IBM, General Motors, Adobe Systems, and 100-meter world record holder Tim Montgomery. He is a veteran investigative reporter who spent 10 years on Capitol Hill and two years in the White House during former U.S. President Clinton’s administration.

T10 / Unleash your inner leader (Business Management)

Communicators are in an ideal position to serve in leadership positions. However, communicators often don't listen to their own wise counsel when conducting themselves within their organizations. Learn how to unleash your inner leader by understanding leadership principles, personal brand and managing your reputation with colleagues.

You will learn:

- Effective techniques for influencing senior management
- Ways to create your own personal brand map
- Leadership principles they're just starting to teach MBAs

Presenter / Kellie Garrett, ABC / Saskatchewan, Canada, is vice-president, strategy, knowledge & reputation at Farm Credit Canada (FCC), responsible for business strategy, the corporate project management office, knowledge management and integrated marketing communication. Prior to her current appointment, she was vice-president, marketing, product development & call centre.

T11 / Building community support for controversial projects (Public Relations)

Whether it's a shopping center, a power plant or a mass transit project, winning public support for new development is tougher than ever. Neighborhood activists and "not in my backyard" opponents can create negative headlines that stop projects before they leave the drawing board. To succeed, communicators must engage the community at large, anticipate their questions and concerns, and win their support.

In this session, you will learn how to:

- Identify pre-existing community attitudes and political issues that could doom your project and develop strategies to counter them
- Work with the news media to ensure local residents hear your side of the story
- Anticipate and deflect the activities of hard-core opponents

Presenter / George McGrath / New York, USA, is founder and managing partner of McGrath Matter Associates, a public relations firm specializing in corporate reputation and issues management. He has more than 25 years experience in public relations, public affairs and investor relations. McGrath is the author of an IABC handbook on issues management, and in 1992-1993 he served as IABC chairman.

T12 / Harnessing the power of the Internet for marketing (Marketing & Brand)

Cisco Systems has revolutionized the way it communicates with public audiences using the Internet. In this session, Thomas Wyatt will share information about the innovative programs, strategies, and applications the company has developed to build a stronger relationship with its press, analysts, investors and customers.

Attendees will:

- Be introduced to Cisco's award-winning News@Cisco program, a direct media channel to the public that communicates corporate news, strategy and opinion
- Discover why News@Cisco has won various awards from industry experts, including *PR Week's* "Best Use of the Internet" and "PR Innovation of the Year"
- Learn about the importance of using video communication to market to key customers

Presenter / Thomas Wyatt / California, USA, is the senior manager of the executive media operations group at Cisco Systems. He is the co-creator and publisher of Cisco's News@Cisco web site, and the general manager of its "onBusiness Network" Internet-based video network solution. Wyatt serves on the board of Silicon Valley/IABC as vice-president of programs and professional development.

T13 / Media relations in the global market (Skills Development)

Global communication demands a global perspective with savvy media relations programs tailored for different markets. Companies operating or expanding into international markets achieve their best results by customizing media relations using the right research, planning, and execution. Increase your awareness of what it takes to succeed in global media relations by learning from a panel of experienced journalists from North America, Europe and Asia.

Discussion topics will include how to:

- Make your organization's news relevant to other parts of the world
- Assess and adapt to regional, national and cultural differences in media practices
- Recognize and react to significant changes in the media in North America, Europe and Asia

Moderator / Ron Fuchs, APR / California, USA, is senior director of employee and executive communications for Agilent Technologies, where his team's accountabilities range from global employee communication and executive communication to delivery of corporate relations programs in Europe and Canada.

T14 / Employee communication surveys: An event or a culture? (Employee Communication)

Enormous amounts of time and energy are spent creating the event that is "The Employee Communication Survey." But rarely does the information collected justify the effort. Perhaps we need to engender a culture that embraces feedback and therefore accepts surveys as something that delivers a real outcome, both for individuals and to the business. In this presentation Adrian Cropley will lead a discussion on employee communication surveys and how we use them.

Topics to be covered will include:

- What is the focus of the employee satisfaction survey?
- How do you get the buy-in to the survey?
- What builds the culture rather than running an event?

Presenter / Adrian Cropley / Victoria, Australia, is the founder and principal consultant for Cropley Communications. Until early 2004 he was the head of employee communication for Ericsson in Australia, New Zealand and the Pacific Islands, where he developed company-wide strategies for internal communication and managed multiple major change initiatives. He is currently on the board of IABC/Victoria.

1:15 – 3:30 pm

In-Depth Sessions T15 – T16

T15 / Brand from the inside (Future Trends)

Building and nurturing the internal brand is as critical to an organization's success as promoting the external brand because of the role of employees in brand delivery, the stringent competition for mind and market share among consumers, and the impending war for talent. This session will focus on how to activate your organization's "DNA" to build your internal brand.

Attendees will learn:

- What an internal brand is (and is not)
- How to build an internal coalition to build the internal brand
- How to "activate" the organization's DNA (and why) as you build the internal brand

Presenters / Mark Schumann, ABC / Connecticut, USA, is the winner of 13 Gold Quill Awards and is a past member of the IABC executive board and the IABC Research Foundation board. Formerly the global communication practice leader for Towers Perrin, he has more than 25 years of experience and is a frequent author and speaker for IABC.

Libby Sartain / California, USA, is responsible for leading Yahoo! Inc.'s global human resources efforts. Prior to joining Yahoo!, she was vice president of people at Southwest Airlines. She is the co-author of *HR from the Heart: Inspiring Stories and Strategies for Building the People Side of Great Business*.

T16 / Communicators on trial (Business Management)

As a professional communicator, you will continue to be challenged by situations for which you will need to identify, analyze and resolve ethical conflicts or dilemmas. In this session, co-sponsored by IABC's Accreditation Council and Ethics Committee, you will be the jury as we enact a hypothetical allegation of unethical practices, at whose core exists a conflict of interest.

In this interactive session, you'll:

- Explore conflicts of interest, which reside at the core of every ethical dilemma
- Identify the consequences of allegations of unethical practices from the perspectives of global business practices, regional and cultural variations in ethical practices, and the IABC Code of Ethics
- Identify available resources and approaches to help you resolve ethical dilemmas

Moderators / Todd T. Hattori, ABC / Washington, USA, has directed government, non-profit, and corporate communication strategies for 12 years. He is currently serving as a director-at-large on the IABC Executive Board and chair of the IABC Ethics Committee.

Mary Ann McCauley, ABC / Minnesota, USA, is president of Catalyst Communications, where she provides strategic communication counsel to businesses and nonprofit organizations. She is the 2000 recipient of the IABC Chairman's Award, in recognition of her outstanding contributions to the association and profession.

2:45 – 4 pm

Conference Sessions T17 – T22

T17 / Communicating through executive change: Staying on course when leaders move on (Strategy & Counsel)

NCR's unexpected leadership change could have easily distracted the company from its primary mission: providing customers with technology solutions that solve business problems. Change at the top requires the type of intensive communication effort that can easily push other projects to the back burner. Remembering its mission helped NCR stay focused on the daily communication needs of the business – internally and externally – during a time of significant turmoil. And while the company has improved its operating performance by more than 170 percent, the transition period required complex analytical and difficult emotional decisions.

Attendees will learn the importance of:

- Striking the right balance when communicating through change
- Engaging employees in the midst of uncertainty
- The song and dance of reaching all audiences with the right messages

Presenter / Shelley Bird / Ohio, USA, is chief communications officer for the NCR Corporation. She has more than 20 years of international experience in communication, marketing and strategy working for firms including Philips Consumer Communications, Motorola Electronics and Hill and Knowlton. In 2004, she was named Corporate PR Professional of the Year by *PR News*. Bird is an executive board member of IABC.

T18 / Hot topic panel: PR in Asia (Public Relations)

Session details and Asia-based panelists to be announced

T19 / The corporate responsibility journey at Nike (Business Management)

What does a company do when it becomes the target of a well organized corporate campaign focused on its overseas contract manufacturing practices? How does it respond operationally, what principles drive its behavior, and how does it communicate (and to whom) in light of restrictions placed on corporate speech?

In this session, you will learn:

- The sometimes painful lessons Nike learned that may help you and your organization respond more effectively to similar situations
- The important role internal and external communication plays in responding to corporate campaigns
- The practical steps a company can take to avoid being the target of a corporate campaign

Presenter / Kirk Stewart / Oregon, USA, is vice president of corporate communications at Nike. He currently has responsibility for corporate and CR communication, global crisis and issues management, and internal communications. He has also managed CR at Nike, including global community affairs and environmental affairs and stakeholder outreach.

T20 / When the client is you: Applying best communication practices to your job search (Skills Development)

This highly interactive session will focus on taking strategic ownership of a job or career search. Learn how to view the job search through a different lens, incorporating many best practices that we use in our everyday work lives as proficient communicators. We will also discuss how some of the very talents that make us good communicators can sometimes sabotage our best search efforts!

In this session, you'll find out how to:

- Differentiate between active and passive search techniques and leverage the best of each
- Cultivate the mindset and posture during a job search that allows you to make the best decisions for you
- Develop a meaningful search plan that aligns with your own business objectives, rather than the job posting du jour

Presenter / Janet Reswick Long / Pennsylvania, USA, is the founder and president of Integrity Search, Inc., a retained executive search firm dedicated to recruiting leaders and innovators in the field of communication. She is a member of IABC and PRSA, and is the president-elect of the Council of Communication Management (CCM).

T21 / The rise of advertising and the rise of PR: The future of advertising (Marketing & Brand)

American and other global advertising seems to be working against its own long-term and even short-term best interests. From brewers sending "unintended messages to unintended audiences," to pharmaceutical companies alienating their regulators, to politicians alienating almost everyone, advertising seems to be a crisis in the making. Is advertising useful in a world of increasingly measured and integrated choices?

As an active audience member you will learn:

- What "bad" advertisers are doing wrong
- What lessons we can learn from advertising mistakes
- What PR can do to prevent "bad" advertising from damaging the corporate reputation and brand

Presenter / Clarke L. Caywood / Illinois, USA, is director of the graduate program in public relations and past chair of the department of integrated marketing communications in the Medill Graduate School, at Northwestern University. He has published numerous articles and book chapters on advertising and marketing, as well as research on values in contemporary advertising and integrated marketing communication.

T22 / Keeping employees focused and engaged in times of change (Employee Communication)

In 2001, HP and Compaq announced the largest hi-tech merger in history, sparking a bitter proxy battle with the company's founding families and upsetting employees with the pending elimination of 17,000 jobs. Three years later, the company is stronger than ever – earning record profits and competing effectively with rivals Dell and IBM. Discover how HP's internal communication team kept employees informed, motivated and focused on running the business during times of intense uncertainty and change.

In this session, participants will learn:

- How HP kept employees engaged and focused during the company's merger
- What lasting impact this approach to communication has had on the business and the internal communication function
- How these lessons can be applied to help your organization achieve its business goals

Presenter / Yvonne Hunt / California, USA, is Hewlett-Packard's vice president for worldwide internal communications, leading the team that communicates HP strategy, policy and news to 140,000 employees around the world and advising company executives on employee issues and ideas.

4:15 – 5:45 pm
Annual General Meeting

This is your opportunity to find out first-hand what is happening in your association. Learn how your volunteer leaders and president have led the association over the past year, meet IABC's

2005-06 Chairman, and gain insight on the association's plans for the future. The executive board and staff will be there to answer your questions and listen to your comments.

5:15 – 6:45 pm
Networking Reception

Catch up with friends, make new career connections and meet face-to-face with representatives from companies who can bring innovation to your programs and workplace. This reception offers hors d'oeuvres, a cash bar and time to unwind after a full day of educational sessions.

This reception is included in your daily, regular or all-inclusive registration fee.

Sponsored by



7 pm
Dine-Around

D.C. Dine-Around provides you the opportunity to spend time in small dinner groups and experience one of D.C.'s unique restaurants. Stop by the D.C. Dine-Around table when you visit the conference registration area to make your restaurant selection. Our dining experts will be on hand to help you find the right spot to suit your mood, palate and wallet. You'll pay for your own transportation, food and entertainment. Dine-Around hosts will arrange group trips to all of the restaurants and accompany you on your outing. The goal of each host is to make your taste of Washington, D.C. a night to remember!

WEDNESDAY 29 JUNE

8 – 9:15 am
All-Star Sessions AS.1 – AS.8

The following sessions feature some of the best-rated speakers from past IABC conferences.

AS.1 / Surviving in the media spotlight (Marketing & Brand)

Imagine a TV camera, microphone or print reporter recording your every word. You forget what you wanted to say or say the wrong thing because you don't understand what the reporter really wants. Find out how you and your company can make the most out of every media encounter or public appearance during this hands-on session that will teach you how to ace every interview and become a valued media resource.

In this session you will learn to:

- Prepare and deliver media interviews with comfort and confidence
- Condense complicated information into bite-sized nuggets
- Handle tough questions with simple and practical techniques

Presenter: Karen Friedman / Pennsylvania, USA, is an award-winning television news reporter who spent two decades covering stories for stations across the country. As head of improvement at Karen Friedman Enterprises, Inc., she has taught thousands of spokespeople to ace media interviews, presentations and public appearances.

AS.2 / Hot topic to be announced (Strategy & Counsel)

AS.3 / Strategic communication planning (Business Management)

Great communication strategies can be put together simply and quickly if you use the right processes, techniques and templates. During this interactive session, learn how to translate your organization's vision, goals and objectives into a communication strategy with reputational priorities, communication objectives and priorities, and key tactics that fit onto a single page.

In this session, you'll learn proven techniques for:

- Determining the key components of a great strategy and designing an easy-to-understand strategic plan
- Linking business objectives to reputational priorities
- Linking strategic plans to budgeting, performance and measurement

Presenter / David Moorcroft / Ontario, Canada, is senior vice president of corporate communications for RBC Financial Group, a diversified global financial service group with 60,000 employees in more than 30 countries. During his tenure as head of corporate communication, RBC has won more than 35 national and international awards, including the Gold Quill, Silver Leaf and Ovation awards from IABC, the CPRS Gold Ace Award, and Investor Relations Magazine's Best Financial Media Award.

AS.4 / The new role of print publications: Using print to engage, teach, and motivate employees (Employee Communication)

Is there still room for a print publication in an online world? You bet there is. In fact, as employees get bombarded with more and more information online, a print publication is a great way to make a splash with the internal audience. In this fun session, noted communication vehicle expert Steve Crescenzo will show you a step-by-step system for creating an award-winning print publication.

You'll learn how to use:

- Print to communicate complicated, emotional stories
- Your print publication to drive traffic to your intranet
- Online tools to take your print publication to the next level

Presenter / Steve Crescenzo / Illinois, USA, heads Crescenzo Communications, a full-service consulting firm specializing in employee communications. He is a senior editor and columnist for both *The Ragan Report* and *The Journal of Employee Communication Management*, and a columnist and contributing writer for *Corporate Writer and Editor*. In addition, he writes a regular column on employee publications for IABC's *Communication World*.

AS.5 / The site is right: The best of the web and intranets, 2005 (Future Trends)

With all the glamour and excitement of an awards show, Shel Holtz, ABC and Toby Ward will present their picks for the best web sites and intranets of the year. More than just a parade of pleasing pages, this session will dig deep into the best practices that make these sites soar above their competition. Toby and Shel guarantee you'll walk away with no fewer than 30 ideas you can begin to put into place as soon as you get back to your office.

You'll learn:

- How the best sites integrate community and interactivity into their content mix
- The role of content management in producing a site that rocks
- What characteristics get people to visit and use an intranet regularly

Presenters / Shel Holtz, ABC / California, USA, is principal of Holtz Communication + Technology, a consultancy that specializes in advising organizations how to use online technology for organizational communication. A five-time IABC Gold Quill winner, he is the author of *Public Relations on the Net* and *Corporate Conversations*, among other books, manuals and articles.

Toby Ward / Ontario, Canada, is a broadcast journalist turned consultant who founded and launched Prescient Digital Media in early 2001. He has particular expertise in the area of Internet and intranet planning and communication and has worked with numerous organizations, including Amgen, Bell Canada, the Federal Reserve Bank, MasterCard, the Government of Ontario, RBC Financial Group, Sprint PCS, and others.

AS.6 / Driving business performance through employee engagement (Strategy & Counsel)

At Arrow Electronics, Inc., strategic change methodologies, such as the use of formal and informal communications tools, talent management programs and action learning, are improving business performance. This session will outline the company's approach for aligning their workforce to a new business strategy, operating model, and high-performance culture.

This session will discuss:

- Aligning human capital and communication practices with new business strategy
- The use of formal and informal communication to drive employee engagement
- Development and application of metrics and measurements to track progress toward culture change, employee engagement and business results

Presenter / Susan M. Suver / New York, USA, brings more than 20 years of experience in public relations, corporation and financial communication, organizational change, leadership development and human resources strategy to her current role as the vice president - global human resources for Arrow Electronics, Inc. In 2003 she was named an inductee to the YWCA Class of Women Achievers.

AS.7 / Using research to manage change at Arizona State University (Public Relations)

From detecting its national reputation to inquiring into the minds of potential students, Arizona State University uses various research methods to help shape and guide communication efforts and provide counsel to the senior administrative team. This session will re-cap the reasons behind – and the ultimate uses of – a national attitude survey among prospective students; an internal, open-ended survey to determine if the President's messages were being received; the fourth leg of a longitudinal study among key opinion leaders; and a national survey among peer institutions on university and ASU reputation.

Attendees will learn:

- How to determine what needs evaluation/measurement and when
- What to do with results of research
- How to differentiate between short-term and long-term research programs

Presenter / Wilma Mathews, ABC / Arizona, USA, is director of public relations for Arizona State University, an IABC Fellow, a Gold Quill Award winner for media relations and writing, and an inductee of the Rowan University PR Hall of Fame. She is author of *Effective Media Relations: A*

Practical Guide for Communicators and is a contributor to numerous other books, including *Inside Organizational Communication*.

AS.8 / Are you communication-friendly? (Skills Development)

About 20 percent of your employees, customers and crucial stakeholders are impervious to core communication messages as a result of learning, language or literacy difficulties. Organizations are compromising valuable support and contribution from this large yet marginalized group of customers, colleagues and community by neglecting to develop programs and tools to meet their communication needs.

In this session you'll learn:

- How solutions for those with communication difficulties benefit everyone
- Ways to put accessibility on the agenda of your organization
- How universally inclusive tools like the "textic toolbar and keypad" assist people with the "3 R's" of our text-driven world – reading, 'riting and responding

Presenter / Kevin M. Thomson, ABC, FCIM / United Kingdom, has pioneered the use of internal marketing and branding inside organizations for more than twenty years. In 2004 he established the Communication Foundation as a registered charity, and set up Textic Ltd., a trading partner of the Foundation, to develop tools to assist people with and without communication difficulties.

9:30 – 10:45 am

All-Star Sessions AS.9 – AS.15

The following sessions feature some of the best-rated speakers from past IABC conferences.

AS.9 / Meaningful measures for intranets and web sites (Strategy & Counsel)

Everyone knows you shouldn't measure hits on your website, but what should you measure? Learn about research methods that demonstrate the role electronic channels are playing in achieving your organization's business results and meeting your audiences' needs for information. You'll also discover new measurement techniques to track site usage and usability.

This session will help you:

- Decide when to use electronic channels versus face-to-face or print, based on audience research
- Translate reams of usage data into key metrics to track over time
- Use focus group and survey techniques to determine how your electronic channels help achieve your organization's business results

Presenter / Angela D. Sinickas, ABC / California, USA, is president of Sinickas Communications, Inc., whose clients include 15 percent of the *Fortune* 500. Her work has been recognized with 13 Gold Quill Awards. She wrote the manual *How to Measure Your Communication Programs*, and has authored 80 articles and book chapters. Sinickas has also spoken at nearly 200 conferences in 15 countries.

AS.10 / Kick-butt key messages (Public Relations)

When talking to employees or the media, or writing for a trade publication or company newsletter, communicators need to craft powerful key messages for multiple audiences. Come prepared to write in this interactive seminar as we reveal the secrets to scripting messages that excite employees, inspire investors, coddle the community and mesmerize the media.

You'll learn:

- Why adjustments are needed for international audiences
- Which key messages will make your employees brand ambassadors
- Why solid key messages bring solid return on investment

Presenter / Gerard Braud / Louisiana, USA, is an international professional speaker, coach and communication expert. He has practiced public relations on four continents. His passions include media training, developing crisis communication plans and video production.

AS.11 / The Jekyll and Hyde of change (Employee Communication)

Today's only business constant is change. But when is it right to change the change program, and when should you stick with the original transformation plan? How do differing times of good, bad, sudden crisis and a new President and CEO affect things? And how do you counsel new management against starting over from the beginning again? This session provides answers drawn from the BBC's five-year-long case study of its own successful and enduring change.

You'll learn techniques and tools for:

- Engaging staff – and managers – through the thick and the thin
- Not throwing the cultural baby out with the previous CEO's bathwater
- Adapting yourself to match the mood of change and the talent in your own senior management

Presenter / Russell Grossman / United Kingdom, is head of internal communication for the BBC. He has been in communication for more than fifteen years, working with many large public sector organizations in the U.K. and Europe on high-profile and politically sensitive campaigns and corporate issues and, more recently, on organizational change and development. He is a board member of IABC/U.K.

AS.12 / World-class communication: Think global, act local, make sense (Business Management)

In a world of global brands and shifting organizational structures, where employees are asked to feel part of one organization but also asked to "think global and act local," how do communicators help it all make sense? This session will discuss the three keys to success gleaned from experience with numerous international blue chip clients.

In this session you'll learn:

- How the job of internal communication needs to shift to turn global strategy into local reality
- How communicators connect the global with the tribal, balance central direction with local freedom, and shift from competition to collaboration
- How internal communicators can raise their game to global standards, acquire world-class skills and get recognized for doing so

Presenter / Bill Quirke / United Kingdom, is managing director of Synopsis, a specialist internal communication consultancy whose clients include companies such as Vodafone, Intel, Rolls-Royce and Diageo. He is the author of numerous works on communication and change, including *Making the Connections – Using Internal Communication to Turn Strategy into Action* and *Communicating Corporate Change*.

AS.13 / Brand You: Growing your career, growing your business (Marketing & Brand)

We all have visions of ending up in the PR Hall of Fame, but what's going to propel you to the top without too many sacrifices? How do you not only manage your reputation, but your department or your firm? This session will show you how to thrive and succeed in your career.

You'll learn:

- How to build your reputation by building a successful team
- How to promote and market yourself, your department or your business
- How to navigate around the obstacles

Presenter / Pat McNamara, APR / Ontario, Canada, founded APEX Public Relations in 1998. As a manager with more than 20 years of experience, she provides senior client counsel in consumer marketing and corporate communication to leading organizations including Absolut, Bank of Montreal, Coca-Cola, Levi Strauss & Co., Kellogg's, and Tetra Pak. McNamara was recently recognized as one of Canada's Top 100 Women Entrepreneurs by *PROFIT Magazine*.

AS.14 / Put your copy on a diet (Skills Development)

Slim down your copy and make it more attractive to your reader with this simple, seven-step regime. Regularly exercising these simple techniques will turn your flabby prose into a lean, mean, communicating machine. Join us as we sweat off modifiers, make slothful sentences svelte and melt away paragraph flab.

In this workshop, you'll learn:

- Three ways to make your piece shorter
- A secret to structuring a sentence for clarity
- 15 tips for avoiding buzzwords, jargon and "corporatese"

Presenter / Ann Wylie / Missouri, USA, is president of Wylie Communications, offering communication counsel to companies including Sprint, Readers Digest, The Mayo Clinic and FedEx. She is the author of IABC's popular *Planning Powerful Publications* manual. Her work has garnered 40 communication awards, including a Women In Communications Clarion and two IABC Gold Quill Awards.

AS.15 / Staying competitive in a changing world (Future Trends)

The internet-based, 24/7 global business environment offers both opportunities and threats for corporate reputation managers. In an increasingly complex environment, communicators must effectively leverage cutting-edge tools, while also educating and inspiring their staffs to continuously improve in order to deliver upon their increased roles within their organizations. This session will cover recent developments in proactive reputation management and offer guidance about how to align and train your organization to succeed in this new world.

You'll learn:

- How real-time technology tools can help promote and protect your company's reputation
- Why employee development must be at the top of the strategic planning and budget agendas
- Ways to use bloggers and viral communication networks for competitive advantage

Presenter / Eric S. Jackson / Tennessee, USA, is vice president of world wide corporate communications for FedEx Corporation, where he is responsible for all corporate-wide internal and external communication, corporate social responsibility, and issues and crisis management activities. His former corporate communication experience includes positions at Siemens Corporation, Accenture, and Novartis Corporation.

11 am – 12 pm

Closing General Session with IABC's 2005 EXCEL Award Winner

Changes and new challenges: The CEO's perspective on communication

You may find it hard to believe, but there actually are CEOs who value communication within their organizations. Come meet one in this always eagerly anticipated session featuring the winner of IABC's 2005 Excellence in Communication Leadership (EXCEL) Award. You'll hear a new point of view on the role communication plays in a successful organization, you'll learn what it takes to lead in today's challenging economic circumstances, and you might even get a few pointers about how to work more productively with your CEO to achieve organizational success.

1 – 4 pm

Post-Conference Session

Quantifying and transforming employee communication: How to link employee communication to the bottom-line and (finally!) be taken seriously by management

Like every responsible, business-savvy communicator, you want to demonstrate that internal communication programs contribute to the bottom line, whether it's improving the work environment or enhancing profitability. Yet there hasn't been a way to do that credibly and authoritatively, and certainly not in the language management understands: facts, figures and data.

But now there is a way to credibly quantify the impact of communication on business performance. In this session you'll review case studies of companies using this process and do hands-on application for your company as well. But quantifying communication effectiveness is only half the issue. You also need the ability to plan strategically and earn buy-in and support, not only for research, but for any change initiative. So this session also covers negotiation and persuasion skills as well as techniques to overcome resistance.

You'll leave with these solid takeaways:

- A new way to think about employee communication—and to transform it for the future
- Insight into an advanced measurement process that surpasses traditional research in use today
- A powerful tool for getting buy-in and support – and for dealing with resistance to your change initiatives

When you leave, you'll see employee communication in an entirely new light and you'll have the knowledge and tools to transform it, quantitatively link it to business performance and finally earn the ear of management.

Presenters / Joe Williams and John Williams / Oklahoma, USA, are the father-son team behind Joe Williams Communications, a leading research, strategic planning and Face2Face communication training firm known for innovative processes and tailored approaches. They've earned 13 IABC Gold Quill Awards and more than 100 other national awards.

Use the registration form to order your ticket for this extra-fee event. Individual tickets are U.S. \$195. This event is not included in the all-inclusive registration fee.

Post-Conference Media Tours

Top off your conference experience with a tour of one of the Washington area's premier media companies. Tours begin after the conference closes. Although the events are free, participants will pay any individual fare on public transportation or share expenses for a taxi. Please be sure to bring a form of photo identification with you.

Group size is limited and participation is on a first-come, first-served basis. Registration for the USA Today tour closes on Monday, 27 June at 12 pm as USA Today requires an attendance list in advance. You may sign up for the all the tours onsite at the IABC/Washington, D.C. Hospitality Desk in the conference registration area.

National Public Radio (NPR)

NPR is an internationally acclaimed producer and distributor of noncommercial news, talk and entertainment programming with a weekly audience of more than 22 million listeners. A privately supported, nonprofit organization, NPR serves more than 760 independently operated, noncommercial public radio stations. NPR produces and distributes more than 100 hours of original programming each week with programs such as "All Things Considered" and "Morning Edition."

Group 1 Time: 12:30 pm meet in the lobby and proceed to NPR by Metro for a 1 pm tour

Group 2 Time: 1:30 pm meet in the lobby and proceed to NPR by Metro for a 2 pm tour

Group size: 15 per group

USA Today

USA Today has a daily readership of more than 5.2 million. It's printed in the U.S., Hong Kong, London, Frankfurt and Belgium. Its first issue appeared on 15 September 1982 and its first international edition on 10 July 1984. The international edition reaches more than 300,000 readers daily. Additionally, the company provides news content to TV stations across the U.S., particularly smaller stations without national or international news desks. The striking new headquarters in the Tysons Corner area of suburban Virginia is worth the trip alone!

Time: 1:00 p.m. meet in the lobby and proceed to USA Today by cab

Group size: 20

Discovery Communications

Discovery is not just a TV channel; it's a store, a web site (www.discovery.com) and more. And it is celebrating its 20th anniversary on 17 June 2005! Discovery is a real-world media and entertainment company that expanded from the U.S. to Belgium, Denmark, Germany, France, Italy, Madagascar, the Middle East, the U.K., the Netherlands, Norway, Sweden, Poland and Romania. It acquired The Learning Channel (TLC) in 1991 and the Nature stores. One Discovery Place is its brilliant new headquarters, located in Silver Spring, Md. on the Washington Metro system.

Time: 1:00 pm meet in the lobby and proceed to Discovery by Metro

Group size: 20