

April News and Views on 2009 IABC World Conference  
7–10 June  
San Francisco Marriott  
San Francisco

Make this the time you invest in yourself and build the professional connections that will support your job and career. This issue of *News and Views* will highlight the face-to-face, social and community networking opportunities at the 2009 IABC World Conference, and feature important deadlines to save you time and money.



#### Upcoming deadlines

1 May – Registration deadline to receive the early registration discount of US\$100 off the standard registration fee for all packages. Save even more with the team discount—take an additional US\$100 off each person’s registration package when three or more people from the same organization register together. <http://www.iabc.com/wc/register.htm>

22 May – Reservation deadline at the San Francisco Marriott to receive new low weekend rate of US\$129 plus tax, single or double (effective 4–6 June). Starting Sunday, 7 June through 12 June, the group rate will increase to US\$237 plus tax, single or double. (If you have already reserved your room, the Marriott will adjust the 4–6 June price to reflect the US\$129 rate.) Stay at the conference hotel. It’s more convenient and helps your association avoid attrition penalties if our room block isn’t filled. <http://www.iabc.com/wc/hoteltravel.htm>



#### IABC World Conference is now InSession

Visit the IABC World Conference blog, InSession, for timely and provocative discussions on session content, posts authored by conference speakers and tips from the locals on San Francisco restaurants, hot spots and shopping. Get a jumpstart on networking before the conference starts—you might even find a roommate to share hotel expenses or organize a group dinner. Stay up-to-date on conference news at InSession. <http://insession.x.iabc.com>



#### Build your network while making a difference to the community

We invite you to step up and join IABC in a tradition that started in New Orleans, following Hurricane Katrina—giving back to the community that hosts our annual conference. On Saturday, 6 June, participate in one of two community projects: a beach clean-up in partnership with the Golden Gate National Recreation Area or a child-enrichment program with the Fillmore/Western Addition Mobilization of Adolescent Growth In our Communities (Mo’ MAGIC).

Put on your comfy shoes and help beautify California’s Ocean Beach. You’ll sift through sand for broken glass, remove trash and sweep stairs for safety, while bonding with fellow communicators and IABC staff.

Prefer to escape the elements? You can bring magic to the lives of children by reading to them, being read to or sharing information about your career at Mo' Magic, a collaborative of more than 50 programs and organizations helping underserved youth in San Francisco.

Whichever volunteer activity you choose, you'll come away with a sense of accomplishment, a warm heart and new friends.

Can't participate in these events? You can still help by donating new children's books for youth ages 5–14 at the IABC registration area to help create a library for San Francisco's children.

<http://www.iabc.com/wc/specialevents.htm>

Meet your soon-to-be business partner or friend in San Francisco

Learn together, share ideas, collaborate and seize opportunities through the peer networking events throughout the conference.

Walking Tours - Experience the magic of San Francisco and get acquainted with the city's colors and flavors through our walking tours on Saturday, 6 June and Sunday, 7 June. Volunteers from IABC's San Francisco chapter will lead you to some of the city's world-famous tourist spots, including Fisherman's Wharf, Coit Tower and Chinatown—and some unique nooks and crannies, known only to locals.

Welcome Reception - Mix and mingle with more than a thousand attendees, against the backdrop of the breathtaking San Francisco Bay at the historic Ferry Building at the Welcome Reception on Sunday evening.

Dine-Around – Find out why San Francisco is one of the top dining destinations in the world. Continue your conversations with old and new friends over dinner at a local area restaurant on Tuesday, 9 June. The San Francisco IABC chapter has compiled a list of their favorite restaurants to satisfy your taste buds—and wallet.

Networking Reception – Establish new alliances and reconnect with old friends in an informal environment after a full day of sessions on Tuesday. This reception is included in your conference registration; just bring your smile and a stack of business cards.

Sessions – More than 80 conference sessions provide ample opportunities to get to know your colleagues. Laugh along with Karen Susman, a certified Laughter Yoga instructor, get creative help from expert facilitators at the Idea Jams, be inspired by the Gold Quill Award-winners and find your passion with renown author and speaker, Sir Ken Robinson.

In addition to the above events, remember to take advantage of the numerous informal networking opportunities such as coffee breaks, luncheons, dinners, bus rides and shared taxis to/from the airport. You never know who may be your next business partner, employer, employee or friend.

Is your social networking not working?

Social networking is taking communication by storm, with more time spent on blogging and networking sites like Facebook, LinkedIn and Orkut than on e-mail. The shifting dynamics present unique challenges for communicators who are managing C-suite expectations and audience relationships. Do you have what it takes to lead your company's new media strategies?

At IABC's World Conference, you'll meet face-to-face with peers and experts with your choice of these new media sessions:

- How to create effective podcasts to engage your audiences with Neville Hobson, ABC
- 3D virtual worlds: A waste of time or a wasted opportunity? with Lee Hopkins
- How collaboration can change your world with Blair Christie
- Why are CEOs scared of social media? with Gerry McCusker
- Measuring the real-time success of social media campaigns with Stacy DeBroff
- Web 2.0 and internal communication featuring a global panel
- Change management 2.0: How a social media strategy smoothes the bumpy road of managing online communication with Jason Falls and Heidi Sullivan
- Twitter for communicators: Getting started in microblogging with Barbara Gibson, ABC, and Bryan Person
- Secrets to building a successful social media policy: How to calm executive fears, foster innovation and avoid embarrassing scandals with Jerry Stevenson
- Social media's latest impact on communication with Shel Holtz, ABC, IABC Fellow
- Executive communication 2.0: Helping today's leaders communicate with today's employees with Steve Crescenzo
- The next wave of Web 2.0- and 3D-powered communication with Anders Grondstedt, Ph.D.

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IABC's sponsors and exhibitors offer creative solutions

The Meeting Place, IABC's World Conference exhibit hall, is filling quickly with sponsors and exhibitors who understand your communication problems and can help with cost-effective solutions. The exhibit hall will be open on Monday, 7 June, from 12–5:30 p.m. and Tuesday, 8 June, from 10 a.m. – 6:45 p.m. at the San Francisco Marriott.

When bidding for services or products to support your communication programs, please consider these organizations. IABC gratefully acknowledges the following companies for their financial support:

**Sponsors**

- Towers Perrin (Platinum Sponsor, Gold Quill Awards Program)
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- Deloitte (Bronze Sponsor, Welcome Reception)
- Marketwire (Bronze Sponsor, Internet Café)
- Buck Consultants (Bronze Sponsor, IABC Research Foundation Lunch)

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To learn more about sponsorship opportunities for IABC's World Conference, contact Angela Franta at [afranta@iabc.com](mailto:afranta@iabc.com).

To learn more about exhibiting at IABC's World Conference, contact Erin Mason at [emason@iabc.com](mailto:emason@iabc.com).

To register and for more conference program information, visit [www.iabc.com/wc](http://www.iabc.com/wc) or call 800.776.4222 (within the U.S. and Canada) or +1 415.544.4700 (from outside the U.S. or Canada). If you're not an IABC member, take advantage of the special Join IABC & Go rates that include membership dues for one year and conference registration.