

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

Make this the time you invest in yourself, and build the professional connections to support your job and career. This issue of *News and Views* will highlight new content and events happening at the IABC 2009 World Conference, and feature important deadlines to help you get ready.

Upcoming deadlines

22 May – Reservation deadline at the San Francisco Marriott to receive 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've already reserved your room, the Marriott has adjusted your 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>

29 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>

Influenza A (H1N1) Update (Swine Flu)

The IABC 2009 World Conference will take place as planned 7–10 June in San Francisco, California.

The World Health Organization is not recommending travel restrictions related to the outbreak of the influenza A (H1N1) virus, and has advised that limiting travel would have minimal effect on stopping the virus from spreading. Travelers can protect themselves and others by following simple recommendations aimed at preventing the spread of many communicable diseases and not only influenza A.

The Centers for Disease Control and Protection has an excellent briefing on Influenza A (H1N1) that lists actions you can take to prevent the spread of germs that cause respiratory illnesses at <http://www.cdc.gov/h1n1flu/qa.htm>.

Shake it Up: Experience San Francisco at the 2009 World Conference

SF IABC, host chapter for the 2009 World Conference, invites you to participate in some of the special activities that allow you to experience the vibrancy, diversity, and beauty of San Francisco. This is your chance to shake up your conference experience and sign up for as many events as your heart desires!

Weekend Activities

- Free walking tours – 6 & 7 June (meet in the Marriott lobby and look for guides holding up signs)
- Napa Valley wine tour – 6 June (Registration deadline: 29 May)
- Walk across the Golden Gate Bridge – 7 June (Registration deadline: 29 May)

Learn more about these events and sign up at <http://sf.iabc.com/2009-iabc-world-conference>.

Dine-Around (Tuesday, 9 June): Sign-up online now

You won't want to miss the Dine-Around—a special networking event that gives you the opportunity to join a group of peers at a local restaurant for great food and conversation.

Beat the crowds at the conference and sign-up online now at <http://sf.iabc.com/dine-around> where you can also view our extensive list of restaurants.

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New conference sessions added

The conference program keeps getting better. Learn more about these new sessions and other program updates at www.iabc.com/wc/program.

Employee Communication

T15: Security hold 'em / Molly Cain, Alliance Data, Gold Quill Award case study

Global Trends

M20: For early breast cancer discovery / Vita Kernel, Studio Kernel, Gold Quill Award case study

Marketing & Brand

T4: Design for behavior change: Why Facebook and Twitter are winning/ BJ Fogg, Persuasive Technology Lab, Stanford University

AS8: Write to sell / Ann Wylie, Wylie Communications Inc.

Public Relations

T16: A perfect fit: KPMG's campus recruiting campaign / Angie Andich, KPMG, Gold Quill Award case study

Strategy & Counsel

T8: Unlock the value / Janet Wile, ABC, APR, Barrick Gold Corporation, Gold Quill Award case study

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Gold Quill case studies: Learn from the profession's stars

IABC's Gold Quill Awards program, sponsored by Towers Perrin, represents the best examples of communication planning and execution. Don't miss the special showcase of select Gold Quill case studies in San Francisco this June.

Monday, 8 June

- Vita Kernel, from Studio Kernel in Slovenia, will talk about a fundraising campaign that transformed into a public education campaign to increase awareness about breast cancer.

Tuesday, 9 June

- Janet Wile, ABC, APR, MC, from Barrick Gold Corporation in Canada, will discuss how a creative launch with media and advertising support successfully promoted Barrick Gold Corporation's innovative Unlock the Value program.

- Molly Cain from Alliance Data in the U.S. will show you how to apply nontraditional creativity to employee communication about information security.

- Angie Andich from KPMG in Canada will take you through a comprehensive campaign with multiple components that spoke to Gen Y and frontline recruiters.

A word from Towers Perrin: Take a moment to honor the best

At Towers Perrin, we are proud to once again sponsor the Gold Quill awards program—a celebration of excellence in the communication profession.

And, at this year's World Conference, we'll start celebrating the moment the conference begins. Our salute to excellence will begin at our booth in the exhibit hall—booth number 1—where you can talk with Gold Quill winners and see examples of award-winning work.

Then, at the Gold Quill gala Monday evening, we will lead the applause for the winners and their guests as we celebrate all that our profession can contribute to connect people and organization.

We look forward to the chance to talk with you at the conference. And for us, together, to honor the best.

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Interview with Research Foundation luncheon and seminar speaker, Ann Duffy, from VANOC

Mega sporting events like the Olympics are bound to have an impact on the local community. For the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), sustainability means managing the connections between the social, environmental and economic aspects of the games to create enduring benefits, both locally and globally.

Ann Duffy, corporate sustainability officer, at VANOC will address the Research Foundation luncheon, sponsored by Buck Consultants, on Tuesday, 9 June, and talk about how VANOC is using communication research to achieve its sustainability goals for the games. Here's a preview of her session.

Tell us about the topic of your session at the conference.

- I plan to talk about why the organizing committee has planned to convene the games on a sustainability platform. One can have technical and policy commitments, but it comes alive through people and through communication. It has been important to consider people's understanding and awareness of what sustainability means and I'll talk about emerging research that has come out of Canada on values and opinions toward corporate social responsibility. We'll also look at some benchmarking studies on what previous mega events in the Olympic movement have done, and primary research through VANOC's ongoing stakeholder consultation.

How has VANOC used research in planning for the games?

- VANOC has conducted primary research prior to the games on the value proposition of Canadians about convening the games. We've also commissioned other studies to gauge the impact of the games on the local and global community. Our main source of primary research has been stakeholder consultation where we get input from first nation communities, business communities, inner cities, social enterprise communities, environmental organizations. We tap into these groups on a regular basis to get opinion and feedback on our progress. We use a combination of focus groups, one-on-one interviews and, to a lesser extent, online surveys.

Communication research may not be a top priority for communicators in the current economic environment. Based on VANOC's experience, why would you say it is important?

- There are many options around conducting research. One can do full-blown opinion research, market research, etc. I think where the movement in sustainability is going is through tapping into one's social capital—or the network of organizations that can impact and influence your work. Identify some of the less expensive ways of engaging in meaningful dialogue with your audience. For VANOC, stakeholder engagement is the means through which we gauge our progress and the opportunity to identify mid course corrections.

Tickets for this luncheon are still available and may be purchased through the IABC World Conference web site at <http://www.iabc.com/wc/register.htm#Tickets>.

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Greening the conference

IABC is expanding environmentally responsible practices at the 2009 World Conference.

Here are some of the steps that IABC is taking

- Requesting attendees to download, print and bring handouts for the sessions they plan to attend as handouts will not be provided onsite
- Eliminating conference totes in response to attendee feedback that totes are not reused
- Partnering with the Golden Gate National Recreation Area on a community project to clean up part of Ocean Beach
- Printing the promotional conference brochure and Program of Events on FSC-certified paper
- Using recycled paper for the conference notepad and event tickets
- Distributing exhibitor kits electronically
- Minimizing transportation: attendees can walk or take a short public transit ride to the Welcome Reception from the San Francisco Marriott
- Offering and encouraging online registration and confirmation
- Providing recycling bins for attendees and exhibitors to use
- Donating the centerpieces from the Gold Quill Awards gala dinner to a community organization after the banquet
- Producing conference signage with reusable materials instead of single-use foam core

You can participate, too

- Bring your own tote or briefcase for your conference materials as IABC will not be providing a conference tote
- Print double-sided copies of only the session handouts you need, preferably on recycled paper
- Participate in the community project
- Turn off the lights when you leave your hotel room
- Make use of the hotels linen and towel reuse program
- Use the recycling bins provided throughout the conference
- Bring a reusable coffee mug, cup or water bottle to use throughout the conference, eliminating waste from plastic water bottles and paper cups

We're moving in the right direction and invite your suggestions on additional steps that IABC may consider. Send your ideas to Vicki Yim at vyim@iabc.com

IABC honors long-time partners for multi-year world conference sponsorships

Deloitte

Stop by the Deloitte booth to start a talent dialogue at the IABC World Conference 2009. Find out how others are tackling today's immediate talent challenges while positioning themselves for longer-term success. Leah Reynolds, Deloitte Consulting LLP, will be available at the Deloitte booth to discuss key talent trends on Monday, 8 June, from 4:30 p.m. to 5:30 p.m. Leah will also deliver a presentation on "Generational communication: Diverse perspectives, better thinking" (session M6) on Monday, 8 June at 11:15 a.m.

And join Deloitte at the IABC World Conference Welcome Reception on Sunday 7 June at 7:30 pm at the historic San Francisco Ferry Building.

FPinfomart.ca

FPinfomart.ca is Canada's largest provider of media monitoring and financial and corporate data, including more than 3,000 news and blog sources from coast to coast and internationally, plus the authoritative company profiles for which the Financial Post DataGroup is renowned.

ROI Communication

At ROI Communication, we partner with our clients to help them adapt and succeed in times of change. As a full-service communication consulting firm, ROI Communication provides a wide range of services—from strategic planning, merger communications, measurement and benchmarking, graphic and Web design to managing all aspects of corporate events. Over the past eight years, we've worked with more than 60 Fortune 500 companies to help them achieve their communication goals and deliver business results.

New conference sponsor

IABC gratefully acknowledges our silver sponsor of the Communication Leadership track, Walden University.

A full list of IABC's World Conference sponsors and exhibitors is at <http://www.iabc.com/wc/sponsors.htm>.



Special offer from speaker Gerard Braud and blog post from Doug McConnell on InSession

IABC all-star speaker Gerard Braud has found a way to let you start the learning early and spread it out over 29 days. IABC members are invited to sign up for FREE for Gerard's 29-day online media relations course (a US\$199 value). Learn more at <http://tinyurl.com/poycse>.

Get inside tips on the Golden Gateway from Doug McConnell, the Gold Quill Awards Gala Dinner emcee and Bay Area expert. Read his post at <http://tinyurl.com/odtyfm>.



To register and for more conference program information, visit <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.