

2011-12 Leader Visit Program Speakers and Topics

Adrian Cropley, ABC, IABC Chair, Melbourne, VIC, Australia

Adrian is the Principal for Cropley Communications, Melbourne, Australia and has over 20 years communication experience in the Private and Public sectors. Adrian has been in roles from HR Management, Change and Organizational Development Manager to heading up corporate Internal Communications.

Adrian works with a variety of clients on change and internal communication strategies and programs. He is also an executive coach working with organizations including Ernst & Young, Shell, NAB, ANZ, National Foods, Kraft, Bunning's, Aus Post, Telstra, Amcor, AXA RMIT, Latrobe, Deakin & Monash Universities and various government organizations. He is a sought after facilitator, lecturer coach and has spoken right across the globe at various, conferences and forums. He is widely published with a numbers of articles appearing in industry magazines globally.

Adrian is currently the Chairman of the International Executive board of IABC and has held a number of Voluntary roles. He was named IABC's Volunteer Chapter Leader of the year 2008 and has been instrumental in the growth and development of Chapters across the Asia/Pacific Region. Adrian is passionate about the communication profession and IABC, however in his spare time Adrian loves to perform, working as an extra on television and film.

Adrian's topics:

Be the 'Table'

'Getting a seat at the table' has to be one of the most over used terms in our profession today. The reality is that we really have to be the table, that others want to come and sit at, the source of knowledge and solution to the key business problems. Our ability to influence, build relationships and add strategic value is far more important to gaining the credibility and moving up the corporate food chain, than simply focusing on position alone.

In this session we will explore:

- Building your credibility as a communicator, it's a matter of balance between skills/abilities and relationship
- Understand how to properly take a brief and add value to the conversation
- Explore the types of relationships we have with our key stakeholders
- Engage others to want to come to your table and seek out your advice

Reaching the Global Standard – ABC made easy

In an ever-changing business landscape, it is important not to just stay in the game, but to stay ahead of the game! Getting your ABC might be the qualification you need to help you promote yourself as a business communicator, and put you ahead in the job market. There are many roads to becoming accredited—you will be surprised how simple it is.

Learn how you could gain a globally recognized qualification, as we explore:

- The easy steps it takes to become accredited, and why doing so can be a springboard for your career.
- How communicators across Asia are now making accreditation a reality.
- How accreditation is being successfully implemented in-house as part of a company offering.

Communicating Change – The Emotional Journey!

Managing change is a little like herding cats, you put your efforts in one area and another spins out of control, as soon as you change your focus, another area your thought was under control has now gone off track! We realize we are not actually managing change; rather we are managing the emotions of the people affected by change. Helping people through change is a key skill for the communications professional, how do we help our teams or organisation cope with change? In this session we will focus on understanding what change is, how it affects people and the emotional journey they go through. We will explore making the process as pain-free as possible for the organisation and more importantly for the individual. Even big change needs to be managed with the individual in mind, in this session we will explore:

- What change is and the emotions encountered along the way
- How to define, engage and manage stakeholders throughout the process
- Develop a strategic approach to communicating change
- Understand the importance of employee participation in change

Cutting Through the Communication Noise

Effective communication is often espoused, but does anyone really understand what it is, or are we just creating noise. We are so eager to be heard that in fact we start shouting! Not literally but through the messages we send via one media or another. Things like email have become a problem in organizations today and the dialogue has stopped happening within teams because of overload. But imagine if we could cut through the noise and be heard, what a difference it would make in terms of mutual understanding and shared knowledge?

- What creates noise in our communication?
- How do we break through the noise of communication to be heard?
- Why is effective communication important..? what are the steps (4M's)

- What does effective communication look like
- What are the challenges in your workplace (a little Audience interaction)

Making Managers Better Communicators

Managers are our key channel for communications in any organization today, are they however the best equipped to deliver effective communication. Do we train them? Do we actually support our managers? In this session we look at how as communicators we can improve the communication skills of our line managers in their business. You will gain an understanding of the key role managers play in organization communication and develop the knowledge and skills to build a compelling business case for line manager training.

In this session you will explore:

- what employees expect from their managers
- a concise model of employee communication needs
- building a business case for manager communication skills training

how you can take a lead role in improving manager communication skills.

Chris Hall, IABC Senior VP Operations & CIO, San Francisco, USA

Chris Hall is Senior VP Operations & CIO at IABC World Headquarters in San Francisco. Chris has worn many hats in his 20+ year IT career, from software developer, database architect, network and security engineer to project manager, e-communications maven and social media advocate. In his 8+ years at IABC, he has survived two iabc.com redesigns, ushered in a lot of new technologies on IABC's behalf and, with your help, intends to usher in a lot more.

Chris' topics:

Chapter Website Barnraising (all day)

In this unique, hands-on PD opportunity you will help build or redesign your chapter's website in one day, using open source software. The morning half of the session is an accelerated course in Wordpress: navigation, creating posts and pages, managing links and images, adding users, working with themes, plug-ins and widgets. In the afternoon we will break into teams and begin adding and/or migrating content to the new site. At the end of the day your chapter's site will either be ready to go live or well on its way. Note: given the unique nature of this event, attendance should be limited to 20-30 participants.

IABC Online Resources (flexible; session can be scaled from lunch to half day)

A fast-paced yet in-depth tour of the many resources on iabc.com, tailored to your chapter's specific needs. Any mix of the following online resources can be incorporated into the session: eXchange, Marketplace, MMA, MyComm, Memberspeak, member search, free Knowledge Centre tools, templates and reports, Leader Centre resources, chapter hosting options, and our forthcoming online library initiative.

Focus Group/Brainstorming Session: How to Make iabc.com More International (2 hours)

Over the years IABC has received feedback that its website could be made more "international", yet few specific recommendations have ever been offered. This session hopes to change that, with the help of your region's members. Let your voice be heard! Note: each session should be limited to 6-12 participants, but up to 3 sessions could be scheduled for a single day, depending on the needs of the region.

Technology on a Shoestring Budget (flexible; session can be scaled from lunch to half day)

Communicators the world over are frequently asked to pull miracles out of thin air on a razor thin budget. In this session you will learn all about the free software movement, why open source is here to stay and how to leverage crowdsourcing for your next project. Free alternatives to everything from Microsoft Office and Photoshop to audio/video editing and conversion tools will be discussed. Your budget, and hopefully your boss, will thank you for attending this session.

Julie Freeman, ABC, APR, IABC President, San Francisco, USA

Julie Freeman, ABC, APR, is president of the International Association of Business Communicators (IABC), a 16,000 member professional association with members in 85 countries. She has 25 years of experience in communication and nonprofit management and has helped organizations undergoing financial crises to recover and to rebuild their public image. Since becoming president of IABC in July 2001, Freeman has worked to improve the association's financial health and enhance the value of IABC membership. Major projects have included a branding initiative and introduction of web-based and social-networking tools. Her blog, Julie's Corner, <http://juliefreeman.x.iabc.com/> can be found on the IABC Café on the IABC web site. She also participates in a monthly podcast, Café2Go, <http://blogs.iabc.com/cafe2go/2009/05/20/cafe2go-podcast-32-may-2009/> with the IABC Chair. Julie has her MBA from the College of William and Mary and her B.S. from the University of Wisconsin-Madison.

Julie's topics:

Preparing Messages for Information Overload Environments

We all know the frustration we feel when we are flooded with emails, tweets, pokes, text messages, and unread magazines and newspapers. The trouble is that the people we are trying to communicate with--fellow employees, current and prospective customers, bloggers and media--feel just as frustrated. And we certainly do not want our audiences to tune us out because they feel inundated with messages.

In her presentation on "Preparing Messages for Information Overload Environments," Julie Freeman, ABC, APR, IABC president, shares the findings of the IABC Research Foundation study of the same name. The study sheds light on what causes information overload (it is not just too much information) and more important, gives communicators concrete ideas about how to break through the clutter so that their messages can reach their audiences, and they can "Be Heard."

Bridging the Generation Gap

Is it possible to promote a product using email? Or would a brochure get better results? If you want to provide information to employees, should you use an intranet, a printed newsletter or plan a town hall meeting? Why is that we have to provide vehicles for employees and customers to express their opinions? Shouldn't they just listen to what the CEO has to say?

Chances are that different generations would answer each question differently. Understanding generational differences in the workplace and in the marketplace is an important tool in effective communications. IABC President Julie Freeman, ABC, APR, will draw on the ideas presented in the popular business book, "**When Generations Collide**," and the new IABC Research Foundation study on generational differences to discuss the values and attitudes of the four adult generations in the United States. She will offer some practical suggestions on how to develop communication strategies that take into account the expectations and preferences of each generation. The insights she will share can help get the message across to both employees and customers.

Reputation from the Inside Out: The impact of corporate reputation on employees

Organizations used to think that having a good reputation was important only to attract and keep customers and investors. They did not worry too much about the effect of their reputations on employees. But what global research has shown is that a company's reputation helps attract employees and drives both retention and engagement. In her presentation, "Reputation from the Inside Out: The impact of corporate reputation on employees," Julie Freeman, ABC, APR, IABC president, shares research findings about how a company's reputation affects its employees. She will also discuss how communication can impact reputation and how employees can become the company's best brand and reputation ambassadors.

Scanning the Present: How changes in organizations are affecting the way communicators must work

Saying that the one constant in our world today is change is not a particularly new insight. We are all aware that economic uncertainty, a more diverse workforce, innovations in technology, demands for transparent and socially responsible behavior and globalization--to name only a few current market forces--have forced organizations to make changes in the way they do business. And when organizations change, so do the communicators that serve them. In this presentation, Julie Freeman, ABC, APR, IABC president, will discuss five changes organizations have made in response to market pressures and how communicators must adapt to those changes in the way they do business and the skills that they must acquire.

Amanda Hamilton-Attwell, IABC Director, Magalieskruin, South Africa

Amanda Hamilton-Attwell, ABC, is as enthusiastic about the communication profession today as she was about three decades ago when she decided to make it her career. She has experience in all aspects of organisation communication - research, facilitating third level change, the alignment of communication and business strategies, communication training and the restructuring of communication departments. Amanda is the Managing Director of Business DNA, providing specialised business communication services to several blue-chip South African and international companies. She holds a PhD in Communication Science from the University of South Africa. Being a serial volunteer Amanda served on several community and professional organisations. Amanda joined IABC's International Executive Board in 2011. She served on IABC's Research Foundation as well as several IABC review committees and panels. She was IABC Pretoria chapter president in 2006 - 2008 and Regional Director of the IABC Africa 2008 - 2010.

Amanda's topics:

Optimising information flow by up-skilling line management

Communication professionals tend to shy away from addressing the communication challenges of the verbal network in organisations. It was found that by getting involved in this channel communication professionals can make a significant impact on the production and safety performance of an organisation. This programme has been extensively applied in mining and industrial environments. The session deals with the following:

- The new business and communication environment that line management must cope with and how to prepare them
- What line managers need to understand about organisation communication to be able to improve information flow
- How to help line managers to use the media and communication channels available
- How to assist line managers to talk that their teams will listen and listen that their people will talk.

Are your communication efforts efficient or effective?

As communication professionals we have lots of fun creating content and media to distribute our messages to our stakeholders. But are we doing the things right, being efficient, or are we doing the right things, being effective? To measure is to know. In this session we shall look at ways to get answers to the following questions:

- To what extent are the information needs of the stakeholders met?
- Are messages understandable, credible, useful and timely?
- What are stakeholders' views on the communication channels currently being used and what are their preferred communication channels?
- Are the communication networks effective in distributing information to all the stakeholders?
- How effective are the communication networks in providing feedback?
- What is the impact of the current situation on the reputation and business success of the organization?

Get your ABC!

Just the thought of writing an exam and presenting your work for peer evaluation scares many people! All of us fear failure and this fear is preventing many IABC members from registering for Accreditation. People, who did Accreditation, will tell you it was not easy, but it is achievable and worthwhile. Learn the secrets to:

- ABC as a global standard
- Choosing the Accreditation model that is best for you
- Preparing a portfolio
- Preparing for the Accreditation exam
- Writing the exam
- Making the most of your Accreditation

Kerby Meyers, IABC Vice Chair, Denver, CO, USA

Through the development of relevant messaging and smart content, Kerby Meyers helps ensure that his clients' communication efforts resonate with customers, clients, prospects and investors, with an emphasis on companies in the energy and financial services industries. He has been connecting corporations with stakeholders since 2000, the year he founded The Communications Refinery.

Kerby joined IABC's International Executive Board (IEB) in 2010, and is serving as the Vice Chair for the 2011-12 term.

Previously, he served as the IEB's Secretary/Treasurer in 2010-11 and he filled a number of leadership roles with IABC Colorado, including chapter president in 2007-08.

Kerby's topics:

Enrich your Stories with Dollars and Sense

Communicators love telling stories. But for many, as soon as a number pops up -- be it a revenue figure, expense entry or percentage change -- the palms sweat, the stomach churns and the internal defenses kick in. Yet, such information can add valuable context and depth to any story.

Having spent years of plunging into corporate financial filings for fun and profit, Kerby is well-versed at locating pertinent information and explaining his findings in a concise, reader-friendly fashion. In this presentation, he will work to:

- * Illustrate the impact of an effectively placed number
- * Discuss some core financial concepts
- * Explore different ways to communicate and digest corporate financial data

Flying Solo: Taking the Leap and Staying Aloft

At one time or another, just about every communicator mulls going it alone. Such a thought can strike whether an employer is struggling or thriving. Sometimes, it's driven by the non-work side of life. Whatever the catalyst, independence is always an option, but not a decision to be taken lightly.

This presentation is designed to help you scratch that solo itch, whether you've just started thinking about it or you've survived the initial bumps and bruises and you're looking for things to take off. Drawing upon his own experience and that of fellow independents around the U.S., Kerby will cover:

- * To jump or not to jump
- * Riding out the turbulence
- * Building the business
- * Sustaining success

Stop the Presses: Old school journalistic principles can provide strategic inspiration

With newspapers withering on the vine and television networks increasingly focused on opinions, the profession of journalism is seemingly on the wane. Yet, the foundation of sound journalism--conveying the Who? What? Where? When? Why? How? of a situation--can be quite valuable to a corporate communicator.

Taking a fresh angle on the core tenets of journalism, this presentation will offer:

- * Insight into how thinking like a reporter can boost the strategic impact of your communication efforts
- * A framework for sharpening your messaging so it better resonates with target audiences
- * Additional queries that can help focus the impact of what you're trying to convey

Jeffrey David Ory, ABC, APR, IABC Director, New Orleans, LA, USA

Jeffrey Ory's experience includes work that has earned international awards for its success, working on projects that earned more than 100 recognitions in the communication profession, including the IABC Gold Quill Award and Jake Wittmer Research Award. He is a communication professional with extensive experience in tourism, hospitality and food/beverage public relations, including leading clients for the firm such as the Louisiana Office of Tourism, Starbucks Coffee Company and the Audubon Institute.

Jeffrey is dually accredited in communication and public relations by the PRSA and IABC. He is the past president of both organizations on the local level--the first and youngest person to ever be president of both local professional organizations. Jeffrey is currently on the International Executive Board of IABC and is the past chair of the Gold Quill Awards Program, IABC's global awards competition recognizing outstanding achievement in communication. He is also a current member of the Board of Directors for the Travel & Tourism Special Interest Section of PRSA.

Jeffrey has been singled out by Gambit Weekly, New Orleans regional weekly news magazine, for their "40 Under 40"-- a select list of the region's "finest and most accomplished citizens." Also, New Orleans CityBusiness named Jeffrey for their "Power Generation," an independently selected class of the areas "finest assets and brightest of the rising stars" based on accomplishments and leadership, both professionally and in the community. In addition, IABC New Orleans named him "Communicator of the Year" for his leadership, dedication and success in the communication industry.

Jeffrey's topics:

How old are you? And what is a tweet? How communication changes among the generations

With more generations than ever sharing the planet (and our industry), communicators must refine messages to resonate with distinct and diverse targets. This discussion explores the differing modes and communication styles preferred by the Millennial, Generation X and baby boomer generations--and how generational groups can collaborate and communicate more

productively. Tips and antidotes will entertain while educate on this important topic that is revolutionizing the communication industry. This session will discuss:

- News and information habits of each generational group
- Tips for communicating in an authentic and generation-friendly way
- Ways each generation can “close the gap” in the workplace

Tried and True Crisis Communication Skills to Prevent the Time Bomb from Exploding: How to Use the Biggest Crisis Case Studies to Build a Solid Plan

Crisis communication is one of the most sensitive public relations areas. Every action must be thoroughly researched and planned with impeccable accuracy, but it is not something that others have not done for you through practice or research. Utilize examples from some of the biggest crisis case studies to build or further develop your crisis communication plan. Case studies and discussion will be used to examine ways to turn a crisis into an opportunity for your organization. This session will discuss:

- The role of communication counsel in a crisis
- A step-by-step guide to managing a crisis
- Best practices from the biggest crisis communication projects

Communication is the Heart of Customer Service

Communication is “the heart” of good customer service. Knowing how to communicate with customers leads to service excellence. Learn how to use the communication cycle effectively for increasing customer satisfaction. Master how to deliver the “right message” every time. In this session you will learn the skills of:

- Working with body language
- Developing great listening and responding skills
- Learning what to say, what not to say and how to say it

Writing a Winning Award Entry

Some of the top communication professionals in the world review award entries to identify the best of the best each year. What do they look for when they are deciding on these communication programs? How do you write an entry that showcases your success? What do you need to do in advance and during implementation of an award winning program? Learn how to write an award entry so that you get the applause and recognition you deserve for a job well done. In this session you will learn:

- How to demonstrate success that has impacted your campaign’s needs

- How to utilize research to identify a baseline and showcase success
- How to measure results thoroughly

Big Results, Little Budgets

Learn how to achieve unprecedented communication success—even after massive budget and staffing cuts. This session provides practical ideas on how to get to the top of your game and still work within your (ever shrinking) budget. Join us and improve your skills through experience in maximizing success while minimizing cost. Hear secrets regarding:

- Strategic Analysis = Success
- Understanding your audience is the most important step in capturing their hearts, minds and wallets
- Case study examples of award winning campaigns on limited or no budget

BAM! – How Integrated Marketing is the Recipe for Success in Culinary Communication

It isn't enough to have good food. With the convergence of offline and online worlds, culinary brands must keep pace with today's communication landscape. This session will include an overview of recent culinary campaigns breaking through today's noise and clutter, how food brands can use social as an innovative brand-building tool and how food brands of all shapes and sizes can create deep personal consumer engagement through integrated marketing. You will learn how to:

- Develop an integrated communications program to support new product launches and promote brand benefits
- Research and identify the best practices in the industry that could be helpful to your communication campaigns
- Develop programs that not only showcase creative implementation, but also quantifiable results that affect the bottom line

The World is Listening: The Role of Communication in the Travel Industry

Travel trends are changing at a rapid rate and so is destination marketing. This session will address some of the shifting trends that demand we adjust the way we market and sell our destinations. While technology has created new opportunities for reaching potential visitors, it has posed challenges in determining the right mix of traditional and digital marketing and brand messaging. Hear successful examples and get tips on how to create an integrated, marketing and branding approach to drive increased interest from many different travel segments. You'll learn:

- To identify your points of difference for your destination or attraction in the hopes of better reaching your key audiences
- To develop unique strategies, both traditional and social media, to reach previously untapped market segments
- To implement diverse marketing methods that can expand your brand globally

Writing the Strategic Communication Plan

Strategic communication planning is necessary for any business, but the thought of going through the process, the research and the writing can make even the seasoned communicator shiver in their shoes— it shouldn't. Learn the critical elements of a communication plan and be guided through the steps of creating one that integrates activities, focuses on goals and objectives and aligns with the varied interests of your target audiences. You'll learn:

- The importance of research and how it can make communication planning easier
- The process to develop messages and tactics for your key target audience
- The tips to integrate measurement into your plan

Diversity, Segmentation and Targeting in Media Relations

Campaigns that mirror and match the increasing segmentations and specialization of media outlets, communities and the public can reap rewards and results. This presentation reveals strategies that respond and resonate with an increasingly diverse public, as well as tricks, tips and tactics to secure media coverage, community support and recognition. Specific case studies are used to illustrate the strategies introduced during the presentation. Become versed in:

- Advancing a national campaign targeting not the general public, but specific geographies, issues, ethnicities, sexual orientation, levels of affluence and age
- How an expanded appreciation of diversity and technology combined with good old fashion media smarts can deliver big results
- The use of the Internet as your most valuable resource for identifying and reaching your targets

Lee Anne Snedeker, IABC's Senior Vice President of Global Membership Development, San Francisco, CA, USA

Lee Anne develops and implements membership marketing programs, conducts member research, and oversees the customer service staff. Lee Anne has been on IABC staff since 2001. She previously held corporate development and marketing positions at Miller Freeman, now CMP, a trade show producer and magazine publisher. Lee Anne has a BA in English from Brown University and an MBA from Stanford University.

Lee Anne's topic:

Members-Only Online Benefits

Are your members getting the most from their IABC membership? Many members don't know the extent of their member benefits—let alone how to use them. In this demonstration, Lee Anne walks through how to use the various online benefits that can help members connect, learn, and maximize their investment in IABC membership. This session will require the chapter or region to supply a computer with Internet access.