



2003 IABC U.S. District 5 Conference

IABC U.S. District 5 Conference
October 1-3, 2003
Hyatt Regency Hotel Austin, TX

Session Topics

Session topics are subject to change.

Wednesday, October 1

2-5 p.m. Extended Session

Issues Management Panel for Senior-Level Practitioners

2-3:15 p.m. Concurrent Breakout Sessions

- Measuring Communication Impact: Techniques for Tying Communication to the Bottom Line Thinking Like A Social Marketer: Mobilizing
- Communities to Create A Climate for Organizational Success

3:45-5 p.m. Concurrent Breakout Sessions

- Interaction Traction: Driving Tools for the Successful Facilitator
- Prepare to be Quoted: Perfecting Your Pitch

Thursday, October 2

8:45-10:15 a.m. Keynote Address

- "Communicating in Concert"
Elizabeth Heller Allen, Vice President of Corporate Communications,
Dell Computer Corporation

10:45 a.m.-Noon Concurrent Breakout Sessions

- PRanoia: New Threats to Haunt Your Thoughts
- What the "B" in IABC Means-or Should Mean-to You
- The Listening Brand: Tapping Into the Awesome Power of Customer
- Insights Maximize Your PR Reach Through a Network of Small
- Independent PR Professionals

2-5 p.m. Extended Session

- Helping Your Leadership Capitalize on Communication Competencies

2-3:15 p.m. Concurrent Breakout Sessions

- Good Ways to Deliver Bad News
- Maintaining Harmony During Cacophonous Times:
Tips for Entrepreneurs
- Beating the Blues Out of Project Management
- Maximize Your Marketing ROI

3:45-5 p.m. Concurrent Breakout Sessions

- Virtually Speaking: Communicating with a Remote Workforce
- Corporate Ethics and Trust-A Communicator's Role
- Maximize Your Reach Through a Network of Independent PR Professionals
- Planning a World Tour: Internationalizing Your Message and Brand

Friday, October 3

8:45-10:15 a.m. Keynote Address

"An Insider's Perspective on Today's Media"

Bob Losure, Former Anchor and Correspondent of CNN Headline News

10:30-11:45 a.m. Concurrent Breakout Sessions

- Winning the Change Game
- A Look Inside Top Intranets
- Making Public Television Work For You
- Writing for Executives: No Tears Formula

Noon-1:30 p.m. Keynote Address

"Communicating in Certain and Uncertain Times"

Ginger Hardage, Vice President of Corporate Communication
Southwest Airlines