Global Business:

Lead Communication—Make Real Impact

IABC World Conference
11–14 June 2017, Washington, D.C.

2017 IABC CONFERENCE HIGHLIGHTS

The **International Association of Business Communicators (IABC)** is a vibrant global membership association with thousands of members from around the world, representing many of the Global Fortune 500 companies. A deeply ethical organization, IABC takes stands on important issues like "**alternative facts**" and advocates for truth in communication.

The IABC World Conference is the global, premier professional development event for communication practitioners. The only major conference of its type, the event draws 1,000 to 1,200 attendees from around the world. Speakers are selected through a peer-reviewed process, with evaluations conducted by top experts in the field.

NETWORK ANALYSIS

SPREADING LIKE FIRE: USING NETWORKS TO STREAMLINE AND ACCELERATE CHANGE COMMUNICATION

PARTNERING RESOURCES

MAYA TOWNSEND, MSOD

Maya Townsend, MSOD, founder of **Partnering Resources**.
"Organizations can simplify and streamline communication-and still get the job done-by using networks to get the word out."

Ethics is doing the right thing when no one is watching.

When doing business on the African continent, pay attention to deep seated beliefs, said **Tom Sitati**. Home, land, family, image, and conformity are all important depending on the country in which you're operating.

Every time we use jargon and acronyms we disconnect and isolate people. **Gabrielle Dolan** advocates for **Jargon-Free Fridays.** I'm in!

"If someone you're talking with is boring, it's your fault. You haven't asked the right question yet." **Katie Macaulay**

What do you do when the CEO says "Get on board!" but you feel like you're walking the plank?

"Everything you do communicates. Everything you don't do communicates even louder and is remembered far longer... The meaning that matters is in the eye of the beholder. Their perceptions are your reality." **Rebecca Weintraub**

"Without data, you're just a person with an opinion." **Angela Sinickas**

Praise triggers a dopamine rush that makes us feel good and reinforces behavior. So don't forget to praise people for jobs well done! **Denise Jacobs**

"If you want to change a culture, change the stories told in that culture." **Shawn Callahan**

When is it positioning and when is it spin? If you communicate the truth, what do you do when there are multiple ways to see the situation?