



DISCOVER value

Pittsburgh was founded at the point of land where three rivers come together. This fall you can enjoy the eclectic, engaging Pittsburgh environment at the 2017 IABC Heritage Region Conference, where you will be "on point" to learn, connect and communicate. Join approximately 175 communication, public relations and marketing practitioners from all over the U.S. and Canada as you discover the possibilities for your career, now and in the future.

Your conference registration fee includes the Sunday night General Session and Welcoming Reception, all conference breakfasts, Monday and Tuesday lunch, and Monday networking reception.

Fee Structure	Early Bird (through Oct. 2)	Regular (through Oct. 26)
Members	\$599	\$699
Non-Members	\$699	\$799
Students - Full Conference* <small>*Full-time students and accompanying faculty only.</small>	\$125	\$125
Welcoming Reception and Dinner Only	\$125	\$125
Regional Leadership Institute (Sunday afternoon)	\$20	\$20
Members Monday, Nov. 6 Only	\$375	
Members Tuesday, Nov. 7 Only	\$265	
Non-Members Monday Nov. 6 Only	\$475	
Non-Members Tuesday Nov. 7 Only	\$300	
Extra Guests: <small>for Welcoming Reception and Dinner only</small>	\$125	

Refund Policy: Refunds are available if cancelled by November 1, 2017. Sorry, but we cannot refund after that as meals will have been ordered.
Note: All credit card refunds are subject to a \$25 cancellation fee.

Register - Final Deadline: October 26, 2017

Conference hotel - **Omni William Penn Hotel**
530 William Penn Pl, Pittsburgh, PA 15219
(412) 281-7100
\$189 per night single or double occupancy
Hotel registration deadline: **October 13, 2017**

Pittsburgh continues rising to the top of cities worth visiting. It was recently named one of the "Best Places to Travel in 2016" by *Travel + Leisure* and a city with "The Biggest Bang for the Buck" by *Forbes*.



Photo credit: Carmine Sarazen/VisitPittsburgh



International Association
of Business Communicators
Heritage Region

c/o 708 Woodlawn
Royal Oak, MI 48073

IABC Heritage Region Conference

ON POINT

► Learn ► Connect ► Communicate

NOVEMBER 5-7, 2017 ► PITTSBURGH, PA

► **Connect**

WELCOMING RECEPTION

Sunday, November 5, 6-7 pm

NETWORKING RECEPTION

Monday, November 6, 5-6 pm

DINE AROUND

Monday, November 6, 6:15 pm

NETWORKING BREAKFAST

Tuesday, November 7, 8-9 am

Meet some of your favorite conference speakers!

► **Learn**

STUDENT CONFERENCE

Sunday, November 5, 1-5 pm. Sessions and Career Development Workshop - Center for Media Innovation, Point Park University
6 pm. Conference Opening Reception and Keynote - Omni William Penn

Monday, November 6 - Tuesday, November 7

- > Student-Specific Conference Sessions
- > Corporate, Agency and Nonprofit Visits
- > Region Conference Keynotes
- > Networking & Dine Around

The student conference invites young professionals for three days of networking, business communication development, and endless Pittsburgh fun. Cost is only \$125 for students and faculty accompanying students to the conference. For more information and a schedule of student specific speakers and activities, visit iabchrstudentconference.com.

REGISTER TODAY!

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IABC Heritage Region Conference

ON POINT

► Learn ► Connect ► Communicate

NOVEMBER 5-7, 2017 ► PITTSBURGH, PA

The 2017 IABC Heritage Region Conference brings together three days of high-energy keynotes, breakouts and networking activities that will enhance and invigorate your career.

LEARN more about key topics affecting today's business communicators during **4 KEYNOTES** and **21 BREAKOUT SESSIONS**. **CONNECT** and **COMMUNICATE** with 175 professionals through **NETWORKING OPPORTUNITIES** in one of the "17 Best Places to Travel in 2017," according to *Harper's Bazaar*.

We have an exciting variety of keynote and session speakers at this year's Heritage Region Conference. Don't miss this opportunity to hear from some of the best in the field.





SCHEDULE at a glance



KEYNOTE general sessions



The Story Behind 84 Lumber's Super Bowl Commercial

Steve Radick, VP, Director of PR, Brunner
Meredith Klein, PR account supervisor, Brunner

When you look back at the biggest stories of Super Bowl LI, there's the Patriots' comeback...and 84 Lumber — a company from southwestern PA that pulled off the only 90-second ad in eight weeks. In this session, learn how Brunner made the entire world care about 84 Lumber and what they stood for in an immigration-themed ad.



Cutting Through the Clutter

Creating communications that will reach, engage, and motivate your most important audiences

Steve Crescenzo, Consultant, Writer, Speaker and Seminar Leader

Let's face it: it's getting harder and harder to capture the attention of our audiences with our communication efforts. Limited attention spans, increased workloads, more and more competition... these things are making it almost impossible for our key messages to get through. *Almost* impossible... but not impossible. Not if you change the very nature of how you communicate. In this dynamic session,

leading corporate communication expert Steve Crescenzo will draw from dozens of real-life examples to show you:

- How to take those tired, old stories and flip them upside down — so that people actually pay attention to them
- How to start adding social and multimedia channels to your arsenal — the right way!
- How to get your audiences *involved* in your content, so you're not just a publisher... you're a community organizer
- How to start using all of your channels together to reach, engage, motivate, and inform your various audiences
- How to start using your vehicles to change the culture in your organization from "We've always done it this way" to "Let's try something different and see if it works."



Lessons Learned on the Campaign Trail

John Brabender, Chief Creative Officer and Managing Partner, BrabenderCox

John Brabender has tales to tell from his experiences with political campaigns — from leading communications for presidential and senatorial candidates to prepping the vice presidential candidate for a bitter debate. And others have taken note. As more and more companies and organizations face increasing competitive, disruptive, and even crisis situations, lessons learned on the political battlefield are now being studied and embraced by mainstream marketers and communications practitioners. This has led John Brabender to coin the term "adversarial marketing."

To help better evaluate what works and doesn't in an adversarial marketing situation, Brabender Cox reviewed over 100 campaigns they have been involved with over the last five election cycles. That included hundreds of surveys, thousands of questions, hours of focus group tape, and analytics from a large sampling of digital ads. From this analysis they determined what messaging and creative approaches worked best and what strategic formula established the most optimized opportunity for success. Many of the findings to be shared were strikingly counter to what is traditionally taught in MBA programs across America.



Game Plan for Communicating Like a Champion

Jennifer Bullano, Senior Director of Communications, Pittsburgh Penguins

Peek behind the curtain into the communications team for the Stanley Cup-winning Pittsburgh Penguins. As the only female Director of Communications in the NHL, Jennifer brings 12 seasons of marketing communication expertise to provide a look at how great communications can energize every aspect of business. Discover the ways social media and multimedia tools have changed the way we interact with our sales partners and personalize our marketing efforts. Learn how to manage the "superstar effect,"

engage hockey fans, adapt to current trends and avoid complacency.

SUNDAY November 5, 2017

1 – 5 pm	STUDENT CONFERENCE Center for Media Innovation, Point Park University
1 – 5 pm	REGIONAL LEADERSHIP INSTITUTE at the hotel
6 – 9 pm	WELCOMING RECEPTION AND DINNER GENERAL SESSION The Story Behind 84 Lumber's Super Bowl Commercial Steve Radick – VP, Director of PR, Brunner & Meredith Klein – PR Account Supervisor, Brunner SILVER QUILL AWARD PRESENTATION

MONDAY November 6, 2017

8 – 9:15 am	GENERAL SESSION Cutting through the clutter: creating communications that will reach, engage, and motivate your most important audiences Steve Crescenzo – Consultant, Writer, Speaker and Seminar Leader
9:15 – 9:30 am	BREAK
9:30 – 10:45 am	M1: From implementation to acceptance: best practices for better large scale IT implementations Kip Soteres – Change Communications Expert, Soteres Consulting
	M2: You can't sell meat to vegans: how defining your personal brand to target your market is key to winning customers John Tantillo, Ph.D. – President, Branding and Marketing Group Inc.
	M3: Lead your team with passion, purpose, and possibility Tracy Imm, APR, ABC – Director, Public Affairs, Maryland Insurance Administration
9:30 am – 12:15 pm	M4: Crisis communications: facing the challenge, an interactive, scenario-based workshop Oliver S. Schmidt – Managing Partner, C4CS, LLC Dianne Chase – Senior Partner, C4CS, LLC & Past IABC International Chair
10:45 – 11 am	BREAK
11 am – 12:15 pm	M5: Priming the pipeline: nurturing and recruiting the next generation of corporate communicators Tamara L. Gillis, Ed.D., ABC, IABC Fellow – Professor of Communication, Elizabethtown College Yvette Sterbenk – Assistant Professor, Strategic Communications, Ithaca College Diane Gayeski, Ph.D. – Dean, Roy H. Park School of Communications, Ithaca College
	M6: A communicator's guide to corporate video success Cyrus Mavalwala, ABC – Founding Partner, Advantis Communications
	M7: Building & communicating your brand from the #InsideOut Jennifer Miele – Vice President of Marketing and Communication, Excelsa Health
12:15 – 2 pm	LUNCH GENERAL SESSION Lessons learned on the campaign trail John Brabender – Chief Creative Officer and Managing Partner, BrabenderCox
2 – 2:15 pm	BREAK
2:15 – 3:30 pm	M8: Managing change communications to drive results and value Jim Shaffer, ABC – Leader, Jim Shaffer Group, IABC Fellow
	M9: The future of corporate communications Brad Gorman – Communications Manager, Whirlpool Kelly Tucker – Content Creation Manager, Whirlpool

2:15 – 3:30 pm	M10: Sharing your story in times of crisis: how to load your most power PR weapon before you need it Paul Furiga – President & CEO, WordWrite Communications
2:15 – 5 pm	M11: Identifying standards for internal communication management Sean Williams – Vice President, True Digital Communications Michelle Ewing – Associate Professor, Kent State University
3:30 – 5 pm	M12: What is your employee value proposition? Christie Gay – Founder, Bridge Consulting
	M13: Gender differences in communication types and their influence on the practice of public relations Amelia Reigstad – Associate Lecturer, University of Wisconsin-River Falls
	M14: Respectful authenticity: bringing your best to work and bringing out the best in others David Grossman – Founder & CEO, The Grossman Group
5 – 6 pm	NETWORKING RECEPTION
6:15 pm	DINE AROUND

TUESDAY November 7, 2017

8 – 9 am	NETWORKING BREAKFAST
9 – 10:15 am	T1: Zero to hero: using the superpowers of video to elevate your communication strategy Kristen Hancock – Manager of Communications, College of Registered Nurses of Manitoba
	T2: Empowering the next generation of leaders and 5 things current leaders can do to support them Dr. Jan Ferri-Reed – President, KEY Group
	T3: The trust factor: the role communicators play Chuck Gose – Founder & Vice President, iCology & Staff Connect Rocky Walls – Cofounder & CEO, 12 Stars Media
9 – 11:45 am	T4: Taking the mystery out of measurement: get the ammunition you need to create communications that motivate, educate and engage your employees Cindy Crescenzo – Principal, Crescenzo Communication
10:15 – 10:30 am	BREAK
10:30 – 11:45 am	T5: Dimensions of diversity: expanding the conversation through inclusiveness Lachandra Baker, ABC, CTA – Manager, Communications Business Partner, Cardinal Health
	T6: Design thinking: how to leverage internal and external resources to produce great in a pool of good Gary Spondike – Director of Business, Pitch Black Media
	T7: What your agency really thinks about you: how to build a more successful client-agency relationship Guy Westermeyer – President, Westcomm Camille Downing – President, Downing Communications Jeff Hutson – Chief Communication Officer, Indiana Public Retirement System
11:45 am – noon	BREAK
noon – 1:30 pm	LUNCH GENERAL SESSION Game plan for communicating like a champion Jennifer Bullano – Director of Communications, Pittsburgh Penguins



VISIT iabcheritageconference.com for session descriptions and speaker information

