



For Immediate Release

For Information

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South Carolina to Host the IABC Southern Region Conference *Real People Talk: Making Human Connections in a High-Tech World*

[Columbia, S.C. – July 25, 2012] - Hundreds of communicators will gather in South Carolina this fall for the Southern Region Conference of the [International Association of Business Communicators \(IABC\)](#).

The [IABC – South Carolina Chapter](#) is hosting the Southern Region Conference at the Francis Marion hotel in historic Charleston, S.C., on September 26-28, 2012. The conference theme, “Real People Talk: Making Human Connections in a High-Tech World,” seeks to help communicators engage with their targeted audiences on a personal level.

More than 20 top-rated, highly experienced speakers from across North America will be coming to Charleston to present at the conference. Presentations will focus on leadership, branding, social media and strategic communications.

The opening keynote address by Tim McCleary, principal of [The Involvement Practice](#) based in Connecticut, will tackle the issue of change management. McCleary, who has also presented at the IABC World Conference, will help attendees answer the question, “What’s your ‘it’?”

The closing keynote is by Jennifer Wah, Accredited Business Communicator, a principal consultant at Forward Communication, Inc., in Alberta, Canada. The past president of the association’s accreditation committee, Wah has also presented at the IABC Leadership Institute. Her address, entitled “Pecha Kucha: Finding the Happily-ever-after in Life and Leadership,” will highlight a Japanese-styled presentation that provides information in a quick and engaging format.

Registration and hotel reservations are now open on the IABC Southern Region Conference website, <http://2012.iabcsoreg.com/>. The deadline for hotel reservations is August 26. Sponsorships also are available. Those interested may contact Trish Freshwater at Patricia.Freshwater@sodexo.com.

About IABC, the Southern Region, and the South Carolina Chapter

Founded in 1970, The International Association of Business Communicators provides a network of about 15,000 business communication professionals in over 80 countries. [IABC](#) helps its members develop, establish and adhere to the highest professional standards of quality and innovation in organizational and business communication. [The IABC Southern Region](#) has 28 active chapters in four countries and 14 of the 50 U.S. states, covering the widest geographical area of IABC. The association’s South Carolina chapter is based in Columbia and promotes the activities of both the regional division and the international association on a local level. #IABCSoReg