



## For Immediate Release

## For Information

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## Register Now for IABC Southern Region Conference

*Take charge of your professional development and take advantage of this unique opportunity*

**[Columbia, S.C. – Aug. 13, 2012]** — Professional communicators have a unique opportunity to combine a dynamic, skills- and network-building event with a visit to one of America's most charming cities at this fall's Southern Region Conference of the [International Association of Business Communicators \(IABC\)](#).

Registration is now open for the [IABC Southern Region Conference](#), September 26-28, 2012 at the Francis Marion hotel in historic Charleston, S.C. The conference, hosted by the [IABC – South Carolina Chapter](#), uses the theme, "Real People Talk: Making Human Connections in a High-Tech World," to focus on new ideas and strategies communications professionals can use to engage with their targeted audiences on a personal level.

More than 20 top-rated, highly experienced speakers from across North America will present on topics focusing on leadership, branding, social media and strategic communications. Highlights include:

- Opening keynote address by **Tim McCleary** — This IABC World Conference speaker will tackle the issue of change management and help attendees answer the question, "What's your 'it'?"
- Closing keynote address by **Jennifer Wah** — An IABC Leadership Institute speaker, Wah will deliver "Pecha Kucha: Finding the Happily-ever-after in Life and Leadership," a Japanese-styled presentation that provides information in a quick and engaging format.

[Charleston](#) was recently voted "Top City in the United States" in the 2011 Condé Nast Traveler Readers' Choice Awards. The nearly 100-year-old [Francis Marion](#) is one of the city's crown properties, ideally located near fine dining, shopping and other historic sites.

### Registration deadline is September 17.

Communications professionals and those in related industries can register for the conference and make hotel reservations now on the IABC Southern Region Conference website, <http://2012.iabcsoreg.com/>. The deadline for hotel reservations is August 26. Sponsorships also are available by contacting Trish Freshwater at [Patricia.Freshwater@sodexo.com](mailto: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