



IABC/Chicago chapter  
 > e-update

### IABC Quick Links

[All Upcoming Events](#)

[Our Website - New!](#)

[IABC International](#)



### IABC/Chicago Recent Event Highlights

Interview with Barbara  
Talisman, Social  
Networking  
[\(video\)](#) [\(photos\)](#)

### Chicago Bronze Quill Awards



Early Bird Deadline  
April 5

[Learn More](#)

IABC International

## Next Professional Development and Networking Meeting Lunch Event

**Reminder: IABC seminar, Strategic Communications  
with Steve and Cindy Crescenzo**

[\(jump to article below\)](#)

**Professional Development and Networking Meeting  
Lunch Event Tuesday, March 16, 2010**

**At Maggiano's Old Orchard Center, Skokie location!**



**"Lessons Learned from Award-Winning  
Communications"**  
with Vic Villanueva of The ROC Group

Sponsored by  
**FINDLEY DAVIES**  
*consultants in human resources*

We, as communicators, find inspiration from other communicators and campaigns. Award-winning communications show us how to successfully tie measurement to goals and provide ideas for creating our own effective campaigns.

Join us as Vic Villanueva of The ROC Group leads a town hall discussion on the professional advantages of award-winning communications. We invite you to share your thoughts and experiences and come with questions.

Communicators at all experience levels will come away with new perspectives and fresh insights:

- Hear case studies of award-winning communication strategies and campaigns.
- Find out how to put together a solid communication plan-the foundation of your award entry.
- Learn what to avoid and what to focus on.
- Become inspired to enter IABC Chicago's 2010 IABC/Chicago Bronze Quill Award competition.

Attend and discover how entering can benefit you as a communications professional and find new reasons to rededicate yourself to professional advancement and growth.

## Updates

Highlights of IABC's recent Membership Survey - [read](#)

[Listen](#) to the February IABC Cafe2Go and CW Radio Podcasts

New Article: What does a communication plan look like? - [read](#)

**Next Month!**  
Professional Development and Networking Lunch Meeting

Save the date:  
Tuesday,  
April 20

**New IABC Web Seminar:** The Balancing Act: Finding the right mix of Traditional and Social Media

[Learn more and register online](#)

## IABC World Conference

Guy Kawasaki, Kielburger Brothers to Headline 2010 IABC World Conference

[Get program details and register online](#)

Join Mailing List

Vic Villanueva, Managing Consultant at The ROC Group, has more than 25 years' experience in the HR communication arena with a special expertise in health care, wellness and consumerism, total rewards, HR branding, retirement benefits/planning and personalized communication. Vic has received more than 25 communication awards (such as IABC Gold, Silver and Bronze Quill Awards, Business Insurance, Public Relations Society of America) for his clients. The ROC Group has won recent IABC Quill Awards for work with Kraft Foods, U.S. Foodservice, Abbott and Washington Mutual.

**11 a.m. - 1 p.m.**  
**Maggiano's Little Italy**  
**4999 Old Orchard Center - Note suburban location!**  
**Suite A28**  
**Skokie, IL, 60077-1480**

[Register Now!](#)

## IABC Seminar Event in Chicago Friday, March 12, 2010



### "Strategic Communications"

with Steve and Cindy Crescenzo of Crescenzo Communications

When it comes to communications, you're either strategic or you're not. There really isn't too much middle ground. If you don't do strategic communications, you end up flying by the seat of your pants, serving as everybody's private publisher, reacting to whatever news happens, and overloading your audiences with too much useless information.

A new one-day IABC seminar, **Strategic Communications**, with **Steve and Cindy Crescenzo** of [Crescenzo Communications](#) will give you everything you need to dramatically improve your communication efforts-including worksheets, tutorials, sample plans, discussion guides, and tons of best practices (including social media case studies) to dramatically improve your communication efforts.

Pre-event Video Interview with Steve - [watch](#)

The seminar is at the Allerton Hotel on March 12. You can learn more about it and sign up at the IABC International Web site:

[www.iabc.com/sec](http://www.iabc.com/sec)

[back to top](#)

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