

NEWS RELEASE

Wilfrid Laurier University



Conference links communication to business success

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WATERLOO – The Laurier School of Business and Economics and the Grand Valley chapter of the International Association of Business Communicators (IABC) are teaming up to deliver **Business Communication: The Best of Both Worlds**, a one-day conference on bridging the gap between professional communication and business.

Jennifer Hall, president of IABC Grand Valley, says the "conference is designed to give professionals the key information and skills they need to become corporate leaders." It will provide the business background communication professionals need to succeed in the workplace. Business professionals, for their part, can strengthen their communication skills and improve their understanding of how a business benefits from quality communication.

Terry Levesque, chair of Laurier's economics department, will deliver the keynote address, demonstrating how quality business communication contributes to the bottom line. "The point," said Hall, "is to show how a business's profits, reputation and success improve with the use of professional communication."

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The conference will be held at **Laurier** on **February 19** from **8 a.m.** to **5 p.m.** The registration fee of \$249 is due by February 13. IABC members, WLU alumni and full-time students pay only \$199. More information can be obtained by calling 519-884-0710 ext. 6058 or by e-mailing phendsbe@mach1.wlu.ca.

To highlight the importance of studying communication, the IABC will donate a portion of the conference proceeds to Laurier's scholarship program, to be awarded to a student or students with a demonstrated involvement in business communication.

The IABC has more than 12,000 members internationally. The award-winning Grand Valley Chapter offers professional development and networking opportunities to 74 local members and to the business community in Kitchener, Waterloo, Cambridge, Guelph and surrounding areas.

The Laurier School of Business and Economics ranks among Canada's top business schools and focuses on accounting, economics, finance, management and organizational behavior, marketing, policy, and operations and decision sciences.