



IABC / Arkansas Summer Camp



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Are You ready for the Tsunami of Professional Change? *

FEATURING NANCY VOITH, APR

* You better be because it's already here!

Friday, June 28, 2013

**8:30 a.m. to 2:00 p.m. • Engineering and Information
Technology Building on the UALR campus**

Presented by IABC / Arkansas and sponsored by



and CUSTOMXM
market.smarter.

It's the professional development bargain of the year and the most fun thing you'll do all summer (winter, spring and fall, for that matter) that's educational.

Are You Ready for the Tsunami of Professional Change?

Featuring Nancy Voith, APR

According to the IABC Summer Camp featured speaker **Nancy Voith, APR**, the professional communicator's world has been rocked by four "tsunami" forces: Employers now know they can operate on less cash (and fewer employees), so communication teams must do more with less while dealing with escalating globalization and the digitalization era.

In the workshop, Voith will help communicators discover if they are still relevant!

Participants will:

- **Self-evaluate with the "Maturity Model"**
- **Learn the in's and out's of making LinkedIn – the ultimate "relevance tool" – work for you**
- **Walk away with 10 more significant tools to ensure your relevancy, today and tomorrow**



Meet Nancy Voith, APR

Nancy Voith is Managing Director of CRA's **Talent Practice**, providing clients with hard-to-find, game-changing communication and marketing talent. With almost 30 years in corporate communication and marketing, Nancy has experience in virtually every area of the function, including employee communication, branding, media relations, community affairs, government relations, marketing communication and issues management. Throughout her career, she has built highly effective teams from scratch. Evaluating, hiring and coaching professionals; determining best talent matches for senior communications roles; counseling executives; and driving change through complex global organizations are her specialties.



Nancy Voith

Prior to joining CRA, Nancy Voith, APR, led EDS' Global Employee Communications. From 1985 to 1995, Voith was president of Voith Communications, with clients ranging from high-tech companies and government agencies to nonprofit organizations.

What last year's speaker says about this year's speaker.

"Nancy Voith fulfills a communicator's hopes in a presentation in TWO key ways. First, she has the enthusiasm of not just a cheerleader but an entire pep squad, charging you up as she walks you through the points she has to make. Second, she knows her topic inside-out and backwards-forwards. You will come away champing at the bit to head off in new, more effective directions."

—Jeff Herrington, 2012 IABC Summer Camp Speaker

How the day breaks down.

8:30-9:00 GET READY TO DIVE IN

Registration and Breakfast Snacks

9 a.m. – 10:30 a.m. IS YOUR HEAD ABOVE WATER?

I. FUN VIDEO

II. SELF-EVALUATION – are you and your team poised to sink or swim?

a. CRA'S MATURITY MODEL

b. Putting it all together – where do you fit personally?

III. "THE NEW REALITY" – *the tsunami of dynamic forces that will forever affect our credibility and effectiveness*

a. The retrained "C-suite"- companies have learned they can do more with less.

b. Retrained communications teams. They have learned they HAVE to do more with less.

c. Globalization becomes more and more relentless. No organization escapes it.

d. Organizations must learn what it means to be more digital in all ways. Communicators must lead the way.

e. Traditional communicator's skills sets are no longer special. To survive, you must learn new ways to make yourself more valuable and recognized in your organization.

IV. "THE NEW NORMAL" – *how to make yourself relevant and credible in the post-tsunami world*

10:30 a.m. – 10:45 a.m. CATCH YOUR BREATH

BREAK

10:45 a.m. – 12:15 a.m. THE ULTIMATE LIFE RAFT

V. THE ULTIMATE RELEVANCE TOOL-LINKEDIN

a. LinkedIn live demonstration

b. How to use LinkedIn to give you an advantage.

i. Find similar organizations and their best practices

ii. Develop new business

iii. Find highly endorsed contractors

iv. Find potential candidates for your team

v. Find a speaker for an organization event

vi. Find a supplier

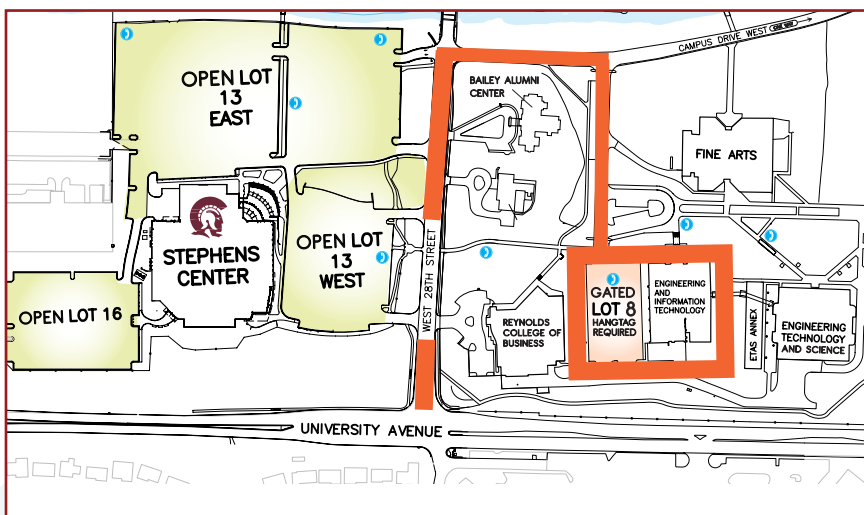
vii. And More!

12:15 p.m. – 1 p.m. SUSTANANCE
LUNCH

1 p.m. – 2 p.m. TEN TSUNAMI-PROOF PRACTICES

Q AND A

How Do I Get There?



From University Avenue, turn into the UALF campus on 28th Street. Turn right onto Campus Drive West, and then turn right and drive up to Lot 8. An attendant will be at the gated entrance to Lot 8 from 8:15 to 8:30 to let campers enter the lot. Don't be late! The EIT Building is adjacent to Lot 8.

Parking is free.

COST AND REGISTRATION

- \$100 general public/non-members
- \$75 IABC members
- \$50 students

Register online at www.iabcarkansas.com.

If you are using snail mail, print this form, fill-in and return with your check:

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Member_____ Non Member_____ Student_____

Name _____

Company _____

Address _____

Phone _____ Work/Cell _____

Email _____

Carnivore_____ Vegetarian_____

.....

Mail your registration and check to:

Neal Moore Creative
P.O. Box 13886
Maumelle, AR 72113

Contact Neal Moore for more information about the workshop,
neal.moore@sbcglobal.net or 501-920-4787

IMPORANT NOTE: YOU MUST SEND IN YOUR EMAIL ADDRESS TO BE ABLE TO ACCESS WI-FI AT UALR. BRING YOUR LAPTOP SO YOU CAN PARTICIPATE IN THE LIVE LINKEDIN SESSION!