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FUTURE FORCES UNDER DISCUSSION
BY LOCAL BUSINESS COMMUNICATORS

DAYTON, Ohio — The Dayton chapter of the International Association of Business Communicators will present “Forces Shaping the Future for Communicators” from 11:30 a.m. to 1 p.m. Thursday, Oct. 29, in the main dining room at NCR Sugar Camp, 101 W. Schantz Ave.

Elizabeth Allan, IABC international president and CEO, will lead a discussion on the current and future environment for business communicators, based on research generated by IABC and the IABC Research Foundation.

Allan will present research findings and then talk with participants about the forces influencing the roles of communication professionals, including long-term trends and strategic implications. Highlights of the presentation will include: key demographics, social and economic trends; developments and trends in business, information technology and science and technology; and how the communicator’s role will evolve and develop.

Cost is $14 for IABC members and $20 for nonmembers. Call (937) 640-1521 for reservations.

IABC is a worldwide network of communication and marketing professionals dedicated to fostering communication excellence. For more information on the meeting, call Susan Schwieterman at 866-4013.

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