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**STOP TRANSLATING AND START COMMUNICATING
IABC/CHICAGO EVENT OFFERS GLOBAL COMMUNICATION INSIGHTS**

CHICAGO – Vice President Jane Lump, of Aon Consulting, will share her insights into how thinking globally, acting locally can help multi-national companies develop more effective internal communications, when she speaks at the Chicago chapter of the International Association of Business Communicators luncheon on May 17.

According to Lump, communicating globally is more than accurate translation of messages developed in English. To build a truly global organization, communication needs go beyond that and reach deep into the heart of what really matters. It needs to take into account the language, regulatory environment, technology, and even the cultural norms of audiences in other parts of the world in order to create a consistent, central message that works in the context of local reality.

Lump has more than 20 years experience consulting to some of the world's largest and most respected Fortune 50 and mid-sized companies to engage their global workforce. Drawing on her extensive background, she will present real-life examples of creating internal communications that seek to build engagement and a global organization.

“Effective workforce communication requires clarity and relevant messaging,” says Tina Korecky Bowness, president of IABC/Chicago. “When the audience is multi-cultural and global the overall effort becomes more complex. Whether or not you have global accountabilities today this is a great opportunity to learn from a leading practitioner.”

The lunch meeting is on Wednesday, May 17 from 11:00 a.m. to 1:00 p.m. at Maggiano's Little Italy, 516 N. Clark Street. The public is welcome at the meeting; registration is \$30 for IABC members and \$40 for non-members. Register for the lunch at www.iabcchicago.com.

About IABC/Chicago:

The International Association of Business Communicators (iabc.com), established in 1970, is a global network of 13,500 professionals in 67 countries, dedicated to improving organizational effectiveness through strategic communication in marketing, employee communications, advertising, technology, public relations, investor relations and events. It has the distinction of being the only association to support an integrated approach to organizational communication. With nearly 500 members, IABC/Chicago (iabcchicago.com) is the oldest chapter in the world and one of the largest chapters in the U.S.

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