



For Immediate Release:  
March 17, 2006

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## **TECHNIQUES, TOOLS AND TIPS FOR CONDUCTING AN INTERNAL COMMUNICATIONS AUDIT**

***Louis C. Williams and Greg Gordon  
Lead Half-Day Seminar for IABC/Chicago  
March 29***

CHICAGO – Louis C. Williams, Jr. and Greg Gordon of L.C. Williams & Associates will lead an interactive workshop for conducting an internal communications audit at the International Association of Business Communicators (IABC/Chicago) professional development seminar, March 29.

Marketing communication professionals will learn what types of information can be gained from an internal communication audit, how to conduct one and what to do with the results. Williams and Gordon will share their extensive experience conducting audits and using results to build strategic internal communication plans. They will discuss techniques, share tips for success and provide hands-on opportunities for participants to get the inside track on how to conduct interviews, focus groups, surveys and planning sessions.

“For senior communicators, this is an opportunity to sharpen skills, build confidence and bring measurable value back to the workplace,” said Tina Korecky Bowness, president of IABC/Chicago. “For those who have never had the opportunity to leverage the power of a communication audit, this is a chance to add an important tool to the communication toolkit.”

The seminar will be held from 8 a.m. to noon, March 29 at The Gleacher Center, 450 North Cityfront Plaza Drive, Chicago. A light breakfast catered by Wolfgang Puck will be served at 7:30 a.m. The public is invited, but registration is required. Fee for attendance is \$100 for IABC members and \$120 for non-members. To register, visit [www.iabcchicago.com](http://www.iabcchicago.com).

### *About Louis C. Williams:*

*Louis C. Williams, Jr. is chairman of L.C. Williams & Associates, a leading Chicago-based public relations and research consulting firm he founded in 1985. He has conducted hundreds of seminars around the world and is co-author of two textbooks on communication. Williams is past chairman of IABC and of the IABC Research Foundation, an IABC Fellow and recipient of the 2005 IABC Lifetime Foundation Friend Award. He is currently a trustee of the Institute for Public Relations and chairs the organization's research committee.*

*About Greg Gordon:*

*Greg Gordon is vice president of research and strategy of L.C. Williams & Associates, where he has conducted internal communication audits for many organizations including eBay, Inc., YMCA of the USA, HSBC-North America and Wells Fargo Home Mortgage. Before joining LCWA, Gordon was managing director of the Ragan Consulting Group, a division of Lawrence Ragan Communications. He is currently director of IABC/Chicago's membership services team.*

*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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