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IABC/CHICAGO AND RAGAN COMMUNICATIONS TEACH BUSINESS COMMUNICATORS HOW TO WRITE FOR THE CORPORATE AUDIENCE

Steve Crescenzo Reveals How To Cut Through the Clutter and Successfully Reach Today's Employees

CHICAGO – December 15, 2006 – The Chicago chapter of the International Association of Business Communicators (IABC/Chicago) and Ragan Communications today announced they will begin the New Year with a high-energy professional development event about writing for today's employees—or more importantly, cutting through the clutter to get cynical, busy employees to read important messages.

The January 17 IABC/Chicago luncheon session will be led by Steve Crescenzo, a Ragan writer, blogger and workshop leader, and founder of [Crescenzo Communications, Inc.](#) Recognized as one of the nation's leading experts on employee communication, Crescenzo will offer business communicators critical information about taking real-world writing tactics and applying them to the corporate or organizational world.

“Writing is fast becoming the forgotten art in organizational communications and yet, it's the foundation for everything we do,” Crescenzo explained. “Contrary to popular belief, you can write well for the corporate audience...and I have tons of great examples of how to do just that.”

According to Nadine Sudnick, president of IABC/Chicago, “As business communication professionals, writing effectively for a variety of audiences is absolutely critical to our success. Not only does Steve offer essential information on how to do just that, he delivers it with humor and an unmatched enthusiasm that will keep everyone on the edge of their seats.”

About the IABC/Chicago Luncheon

Steve Crescenzo will present “Cutting Through the Clutter – Writing for Today's Employees” at IABC/Chicago's first professional development luncheon of 2007. The event, which is open to all professional communicators, will be held on Tuesday, January 17 from 11:00 a.m. to 1:00 p.m. at Maggiano's Little Italy, 516 N. Clark in Chicago. To pre-register online, go to <http://www.iabcchicago.com/events/index.htm>.

About Lawrence Ragan Communications

Since its beginnings in 1969, Lawrence Ragan Communications has become the highest-rated and best-known provider of training for employee communicators. In addition to its prestigious conference division, the company publishes *The Ragan Report*, *Corporate Writer & Editor*, *First Draft*, *The Journal of Employee Communication Management*, *Web Content Report*, *Speechwriter's Newsletter* and *Media Relations Report*. In addition to its annual Corporate Communicators Conference, the company has also sponsored the annual Speechwriters Conference, Web Content Conference, Strategic Public Relations Conference and assorted leadership summits for senior-level communicators. For more training options, Ragan offers a wide range of traveling workshops, webinars, research reports and training manuals. For more information, visit www.ragan.com.

About IABC and IABC/Chicago

The International Association of Business Communicators (www.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 is one of the largest chapters in the U.S. and the oldest chapter in the world. For more information about IABC/Chicago, go to www.iabcchicago.com.