



# Communicating through the ages and beyond

Effectively engaging with audiences in an era of unprecedented communication opportunity: that's the challenge that some of South Africa's leading business communicators will address at the 13th annual International Association of Business Communicators (IABC) conference in the Cradle of Humankind, 9 - 11 October 2006.

The conference at Maropeng opens on the evening of 9 October when delegates will have the opportunity to explore the caves where humankind - and communication - began.

The Sterkfontein valley consists of a number of important anthropological sites, including Sterkfontein, Swartkrans, Kromdraai, Coopers B, and Wonder Cave. This complex series of caves is the site where the remains of hominids from two to 3.3 million years ago were discovered, the most famous being that of Mrs Ples.

Barbara Gibson, ABC, president of Spokescomm UK and member of the IABC International Executive Board, will speak on "Survival of the Fittest: Arming your spokespeople to survive in the media jungle", with practical tips on how to generate positive media coverage. Delegates will also learn:

- 10 key spokesperson traits that impact interview success
- What a journalist looks for from every interview
- Five secrets to improve your spokesperson coaching skills
- How to play your spokesperson's strengths
- The care and feeding of the spokesperson's ego

Theresa Lee, director: IABC Africa, says Gibson is ideally placed to highlight developing trends in communication. "Gibson will teach us how to walk through this communication jungle fearlessly. Armed with her extensive knowledge and expertise, you'll outrun the competition!"

Gibson has more than 20 years' experience in public affairs, public relations, corporate communication and advertising. She is the recipient of more than three dozen professional awards, including the prestigious IABC Gold Quill Award which recognises excellence in communication. SpokesComm is a spokesperson assessment and development consultancy based in the UK.

Those who serve as media spokespersons, public relations and media relations practitioners, and others who provide support for spokespeople will all benefit from Gibson's address.

For more details about the conference and to register, visit [www.iabc.co.za](http://www.iabc.co.za).

For more, visit: <https://www.bizcommunity.com>