

SA communicator to address 2012 IABC World Conference

At the [International Association of Business Communicators \(IABC\) World Conference](#) on 24-27 June 2012 in Chicago, [Daniel Munslow](#), a director at [Talk2Us](#), a South African brand engagement agency driving strategic internal communication, will be speaking on 'Building an Internal Communication Capability from Within'.



Daniel Munslow

Munslow, who is also a regional board member of [IABC Africa](#) as well as regular [Bizcommunity contributor](#), will discuss the increasingly important role of strategically aligned internal communication practices that deliver impact level brand engagement to an organisation.

Munslow was a speaker at this year's conference and was asked to return for 2012. Before that, South African [Gail Cameron](#), founder and MD of the IE Group, was a speaker in 2010.

Munslow told Bizcommunity on Wednesday, 9 November 2011, "It is an honour to be invited to speak to a global audience of your peers. To have had the previous presentation so well-received and to be invited back demonstrates the high calibre of internal communication strategy available here in SA - to the extent that it is regarded as cutting-edge at an international level.

"SA has only had a limited number of speakers addressing this international audience in the past, and it bodes well see more local experts speaking at a global level. Next year's presentation, incorporating the Brand Engagement Compass, will aim to once again focus on strategy and business as opposed to tactics. "

"Strategic building blocks"

"It will include a discussion around the strategic building blocks of an internal communication capability and a case study that demonstrates how such a capability is developed, established, executed and sustained," he says. "It is beneficial for those who need to set up a capability from the ground up, as well as those who are looking to restructure internal communication in line with best of practice methodologies."



'Forward Thinking: 2015 Vision'

The theme for the conference is 'Forward Thinking: 2015 Vision', which is intended to bring an active, future-oriented message through, focusing on forward thinking and forward looking, as it is important for communicators, organisations and professionals to have a vision for the role of communication.

Says Linda Hamman, CEO of Talk2Us, "I am delighted that there is a global recognition for the work we are doing... Being asked to present our tested approach to a global audience of communicators is another indication of the importance of a strategic approach to internal communication."

For more, go to www.iabc.com/wc/.

Updated at 9.23am on 9 November 2011.

Updated at 5.19pm on 9 November 2011.