



Bristol Marriott
Royal Hotel

22-24 May, 2013

IoIC Conference 2013

Institute
of Internal
Communication

The power within

Engaging and empowering in a changing IC world

Feeling empowered is what really engages and motivates an internal audience.

Clearly defined responsibilities, challenging work, being recognised for extra effort, capable and competent management, and people feeling that they are a part of something good - when these elements come together there's improved business and organisational performance. **Everyone benefits.**

This year we are focusing on what IC does next, how can we be superheroes in this changing world, meeting employees' expectations not just by designing the messages and channels but by creating choices through a comms environment where connectivity, collaboration and conversation adds value.

Why should you be at this conference?

- Practical case studies
- Debate
- Thought leadership
- Networking
- Whole conference or one-day options.

Sessions include: **Euan Semple** on information sharing in a connected world; engaging the **Olympic Gamesmakers**; launch of **IC Futures** white paper; getting your head around **gamification** and its impact on IC; being a better **IC influencer**; what does the **C-Suite** want from you, and how **AstraZeneca** created line manager comms expertise.

The cost for the whole conference – including all sessions, meals and two nights' accommodation – is £999 for IoIC members and £1,299 for non-members +VAT.

**Book now -
great value package!**

Book now and save £150 off the member and non-member price! Book for the whole conference before 14 February, 2013 to receive the discount. Quote 'early bird' when booking.

To book, email Brenda Scott on brenda@ioic.org.uk