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**IABC/Chicago and Delahaye Teach Business Communicators
How to Link Communication Activities to ROI**

CHICAGO, Feb. 13, 2007 – The Chicago chapter of the International Association of Business Communicators ([IABC/Chicago](#)) today announced a professional development luncheon focusing on state-of-the-art techniques to give business communicators the power to demonstrate how their efforts tie to the bottom line and help achieve return on investment (ROI).

The February 21 IABC/Chicago session will be led by Mark Weiner, president of [Delahaye](#), the world's most prestigious provider of research-based consulting in areas related to public relations, corporate reputation and employee communication. Weiner is also the author of "Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication."

The session, entitled "Practical Approaches to Generating and Demonstrating Communication ROI," highlights strategic measures as presented in Weiner's book. It is designed for professionals with more than five years of experience in public relations, communications and/or marketing fields from corporations, agencies, not-for-profit and government. Using dozens of case studies from both large and small organizations, Weiner explores the benefits of speaking to senior management in ways that improve communication and ultimately help strengthen PR performance and results.

"The first step in demonstrating and generating a positive return on your marketing/communications investment is establishing a process to measure its impact on your organization," explained Weiner. "Through measurement, world-class brands are now able to understand the effectiveness of public relations in the context of their entire marketing mix."

According to Nadine Sudnick, president of IABC/Chicago, "PR and marketing communication professionals must be business people first – demonstrating ROI is vital for our growth and success. Mark's presentation will provide invaluable real-world examples of how to efficiently achieve ROI using the latest technology. It's a 'must attend' event for all business communicators."

About the IABC/Chicago Luncheon

Mark Weiner will present "Practical Approaches to Generating and Demonstrating Communication ROI" at IABC/Chicago's Wednesday, February 21, 2007 professional development luncheon. The event, which is open to all professional communicators, will be held 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 IABC and IABC/Chicago

The International Association of Business Communicators, 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.

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