



For Immediate Release  
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### **Value of Measurement featured in January Meeting and Workshop**

CHICAGO, Jan. 2, 2006 – Measurement tools and their value in evaluating communication success will be the focus of a breakfast meeting and workshop offered on Jan. 18 by the International Association of Business Communicators/Chicago (IABC/Chicago). David Kistle, ABC, and senior vice president of Padilla Speer Beardsley (a national, independent, multi-specialty communication firm) will lead this informative program. Kistle served as Chairman of the IABC Executive Board in 2004 and his 30-year career spans communication research, public opinion and strategic planning.

The breakfast meeting, “The Measure of Success” will explore the five fundamentals of measurement and measurement tools, while the hands-on workshop immediately following, will provide guidelines on connecting objectives with measurement criteria and shoestring budget measurement techniques.

“Kistle is an expert on helping companies identify and leverage their communication dollars to achieve business objectives,” said Tina Bowness, president of IABC/Chicago. “This meeting and workshop will provide a unique opportunity to work through a case study that attendees can take back to use on their own communication plans.”

Sponsored by PR Newswire ([www.prnewswire.com](http://www.prnewswire.com)), the breakfast meeting and workshop will be on Wednesday, Jan. 18 at Maggiano’s Little Italy, at 516 N. Clark Street. The public is welcome and can register at [www.iabcchicago.com](http://www.iabcchicago.com). The breakfast meeting is from 8:00 a.m. to 9:45 a.m. and is \$25 for IABC members and \$35 for non-members. The workshop is from 10:00 a.m. until noon and is \$30 for IABC members and \$50 for non-members. Reduced costs are available by registering for both events and special early-bird rates apply, if registration is completed at the [iabcchicago.com](http://iabcchicago.com) website by Jan. 6.

#### **About IABC/Chicago**

The International Association of Business Communicators ([iabc.com](http://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 ([iabcchicago.com](http://iabcchicago.com)) is the oldest chapter in the world and one of the largest chapters in the U.S.

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