

CHICAGO

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## **IABC/Chicago Calls for Entries to the 2008 Spectra Awards**

*- Awards recognize outstanding communication strategies and projects by Chicago area marketing and communication professionals -*

CHICAGO, April 4, 2008 – The Chicago chapter of the International Association of Business Communicators (IABC/Chicago) today announced the call for entries to the 2008 Spectra Awards.

The Spectra Awards promote the visibility of Chicagoland's finest communicators and the invaluable ways that communication – from strategy to action – strengthens the bottom-line of any organization.

The awards are open to all Chicago area business communicators and marketing professionals who completed a significant communication project in 2007 that embodies strength in "Works" (specific tactics that support the strategic communication process) and/or "Strategy" (projects, programs and campaigns defined by a communication plan).

Additional awards recognize individuals for major contributions to the business communication field: The Integrity Award for Communication Leadership, The Catalyst of the Year Award and The Up and Coming Catalyst of the Year.

Members and non-members alike may learn more at [www.iabcchicago.com](http://www.iabcchicago.com). Entrants can download an entry form before April 10 to be entered to win a free entry (a \$75 value). Entries are due May 6. A panel of seasoned communicators from IABC chapters nationwide will judge the entries and the winners will be announced in September.

Past Spectra Award winners include communicators from leading organizations such as Accenture, Allstate, Aon Consulting, The Boeing Company, McDonald's, Motorola, Ogilvy Public Relations, Sprint, Watson Wyatt Worldwide and Wendy's International.

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

The International Association of Business Communicators ([www.iabc.com](http://www.iabc.com)), established in 1970, is a global network of more than 15,000 professionals in 70 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 over 500 members, IABC/Chicago is one of the largest chapters in the U.S. and the oldest chapter in the world. For more information about IABC/Chicago, go to [www.iabcchicago.com](http://www.iabcchicago.com).

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