



For Immediate Release:
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**PRESIDENT OF PREMIER EMPLOYEE COMMUNICATIONS
CONSULTANCY TO SPEAK AT APRIL 19 IABC EVENT**

CHICAGO – Keith Burton, president of prestigious *Insidedge* employee communications consultancy - GolinHarris - will speak to business communications professionals about the future of employee communications at International Association of Business Communicators (IABC/Chicago) Professional Development Luncheon.

Burton will share insight on the role of employee communications in building trust and employee retention based on a study *Insidedge* conducted among more than 2,000 employees in the U.S. and the U.K. at the April 19 event at Maggiano's Little Italy.

“You don't want to miss this rare opportunity to see inside the mind of Keith Burton, a nationally recognized expert on employee communications,” said Tina Bowness, president of IABC/Chicago. “If you value great forward looking insight, this is your chance, as Burton reports on key factors that will shape the practice of employee communications in the coming five years.”

Sponsored by Regan Communications and Solution People, the lunch meeting is on Wednesday, April 19 from 11:00 a.m. to 1:00 p.m. at Maggiano's Little Italy, 516 N. Clark Street. The public is welcome at the meeting; registration is \$30 for IABC members and \$40 for non-members. Register for the lunch at www.iabcchicago.com.

About Keith Burton:

Keith Burton is president of GolinHarris, prestigious Insidedge employee communications consultancy. He has counseled Fortune 500 corporations on employee communications, labor relations, strategic planning, issues management, crisis communication, marketing communications and environmental affairs.

About IABC/Chicago:

The International Association of Business Communicators (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) is the oldest chapter in the world and one of the largest chapters in the U.S.

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