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## **IABC/Chicago Gives Business Communicators Tips on How to Engage Employees in the Business**

CHICAGO, March 20, 2007 – The Chicago chapter of the International Association of Business Communicators ([IABC/Chicago](http://www.iabcchicago.com)) today announced its monthly professional development luncheon will be led by communication guru, Peter Vogt of eBay Inc. Vogt will give business communicators invaluable insight on how eBay uses communication to actively engage and motivate employees to become involved in the company's success.

During the March 21 IABC/Chicago session, entitled "How eBay Engages Employees in the Business," Vogt will discuss how eBay has evolved its internal communication from a passive process to an active, engaging and highly effective exchange of information and ideas. The event will include specific examples of how eBay uses social networking and a "cool factor" to entice employees and create an open communication culture.

Peter Vogt is director of internal communication for eBay. With 20 years of communication expertise, Vogt is a member of the team responsible for connecting and communicating with eBay's 11,000+ employees. He has developed internal communication programs and processes that drive understanding and commitment to and focus of the company. Prior to eBay, Vogt was head of internal communications for Microsoft.

"Company executives have begun to understand the importance of engagement and the integral role that communication plays in motivating employees and impacting success," said Nadine Sudnick, president of IABC/Chicago. "As a top communicator at a company as fast-paced and dynamic as eBay, Peter's insight and examples are invaluable. His tips will provoke business communicators to think differently and give them ideas they can use right away."

### **About the IABC/Chicago Luncheon**

Peter Vogt will present "How eBay Engages Employees in the Business" at IABC/Chicago's Wednesday, March 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>.

### **March Luncheon Event Sponsor**

The IABC/Chicago session is sponsored by [Bloom, Gross & Associates](http://www.bloomgross.com), a boutique search firm specializing in retained and contingency searches in marketing, market research, advertising, public relations and corporate communications, both in the Chicago market and nationally. Founded in 1988, Bloom, Gross & Associates marks nineteen years of service in the field of executive search.

**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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