

2015 IABC Africa Conference tackles leadership communication

As the role of communication changes from distribution service to strategic advisor, the 2015 IABC Africa Conference will hear from thought leaders in the industry about how they have shifted the role of communication and delivered sound business return.



The conference, taking place from 29 to 31 July 2015 at The Fairway Hotel and Spa, Randpark Golf Course, Randburg, will address the increasingly important challenges of leadership communication, cross-cultural communication and the shifting of the communication function to a strategic advisor role within business.

With present levels of employee engagement at below 30%, organisations are asking what they can do to improve organisational alignment with a view of enhancing productivity, retention of IP and reduction of staff turnover - all critical financial metrics within any organisation.

"We are delighted to have global and local expert speakers join us at the 2015 Africa conference, to share their insights into the role of business communication and discuss the successes they have had within their own businesses," says Daniel Munslow, IABC Africa Regional Chairperson. "Recent research also shows that local companies are looking at expanding their communication functions into Africa, specifically West Africa, and the question of how to communicate across multiple cultures and achieve engagement is on everyone's radar. Added to this, how does values-based leadership drive better engagement, productivity and alignment?"

Speakers

From an HR perspective, Linda Le Warne, GM of Human Resources at Nedbank, will address how she has engaged leadership to drive employee engagement, with a specific reference to face-to-face communication with senior leadership.

Dan Moyane, Corporate Affairs Executive at MMI Holdings Limited, has extensive experience in managing merger communication and senior leadership engagement. In this role, the communication function is regarded as a strategic advisor to the business, by emphasising the business imperatives.

Marion Sher, a seasoned journalist, trainer and media consultant, will provide practical tools on effective leadership through the media. In other words how to use the media (including social) to get corporate messages message across effectively.



Jane Mitchell

Janine Lazarus, owner and founder of Janine Lazarus Media Consulting, and one of the highest rated speakers at the 2014 IABC Africa conference, will look at the role CEOs play in communicating in the media, and how they need to be positioned to 'humanise' them in an era where people want more proactive engagement.

"We are delighted to be able to present Jane Mitchell, owner, JL&M in London, as one of the 2015 IABC Africa conference international speakers," says Munslow. "Given that the focus for the conference is leadership and cross-cultural communication, Mitchell will facilitate a lively discussion on values-based leadership; why it's critical for high-performing organisations who want to operate on a global stage, how insights about yourself and others can point you in the right direction. As a leading global expert, who has worked with some of the world's leading organisations, she will tackle the idea of values-based leadership and its impact on decision-making and culture, compliance and ethics.

Costs

- Delegates - Members: Early Bird R 5,299.00 (must be booked before 30 May 2015)
- Delegates - Members: Normal Rate R 5,999.00 (must be booked before 30 May 2015)
- Delegates - Non-members: Early Bird R 6,199.00
- Delegates - Non-members: Normal Rate R 6,999.00
- Delegates - Students: Early Bird R 2,199.00
- Delegates - Students: Normal Rate R 2,599.00
- Delegates - Join and Attend Early Bird R 7,999.00
- Delegates - Join and Attend Normal Rate R 8,499.00

Final deadline - bookings close 30 June 2015.

For more information, email conference@iabc.co.za.

For more, visit: <https://www.bizcommunity.com>