

eNEWS

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**DATE**

Tuesday, July 13, 2010

TIME

11:30 am - 1:00 pm

PLACEMaggiano's in the
Fashion Show Mall
3200 Las Vegas Blvd
Las Vegas, NV 89119**RSVP**RSVPs accepted until
day of event
\$30.00 IABC Members/
Students
\$35.00 Non-Members
\$5.00 additional at the door

IABC Las Vegas invites you to a Three-View this July 13.

If a preview offers insight to what is to come, our Three-View provides a summary of three of the newest communication advances currently on the market. Most of these tools are new to Las Vegas, and all are measurable, and you might be among the first in the city to implement them.

To reserve your seat, click here [RSVP](#)



IABC/Las Vegas 2010-2011 Board Installation Mixer

Join us on Thursday, June 24 at Panevino Ristorante from 6 to 8 p.m. for drinks and appetizers as we celebrate the accomplishment of the 2009-2010 Board of Directors and welcome our new leadership for the upcoming term. The mixer is free, so bring a friend for a great opportunity to rub elbows with one of the friendliest organizations in town.

[RSVP](#)

Share your wisdom

The IABC Research Foundation has funded an important study of communication department organizational design. If you work in the private sector or the nonprofit sector and are not the head of your organization's primary communication department, please take a minute and forward the following information to the head of your communication department. Please encourage the department's head to consider participating in this research study by completing the survey. It is important that your organization is represented.

The study is seeking the participation of chief PR/communication officers, heads of PR/communication departments (EVPs, SVPs, VPs or directors).

Little formal research has been published on PR/communication department organizational structure—particularly on the models in use, the strengths and weaknesses of each of those models and the factors that drive the chief communication officer to choose a specific organizational design. These questions will be addressed by the Global Study on Communication Department Structure.

An international research team is seeking 13 minutes of your time if you:

- Work for a for-profit/private corporation or nonprofit/nongovernmental organization.
- Lead your organization's primary PR/communication department.

Your experience is needed in helping the research team determine:

- The structural models employed in organizing PR/communication departments.
- The factors that influence the choice of one model over another.

Click here to participate. [VISIT](#)

Note that while your answers will remain confidential, your shared experience will ultimately benefit all chief communication officers as they grapple with reorganizations and the best ways to achieve organizational effectiveness—locally, regionally, nationally and internationally. The results of this first-ever study will add to the body of managerial knowledge available to the leaders of PR/communication departments.

The study is funded by the IABC Research Foundation and is conducted by an international research team.

Discovery. Made simple.

IABC has launched the all-new online library, Discovery, at the World Conference this month. Discovery aggregates all IABC content, resulting in much better search results and reduced search time. Complimentary Discovery content is available to members at no extracharge including:

- CW
- CW Bulletin
- Select communication templates and IABC Research Foundation reports
- IABC's student newsletter

How will Discovery change the way you already access these resources? Instead of going to different pages of the IABC web site to find the content you need, you will be able to access all content from one place. Premium Discovery content will be available for a yearly subscription of US\$99— about half the cost of one manual from the Knowledge Centre. For a limited time, members will be able to subscribe for the introductory rate of US\$75. Premium

content will include:

- Gold Quill Award-winning case studies
- Knowledge Centre manuals and books
- Knowledge Centre communication templates
- All Research Foundation reports

Upcoming Educational Opportunities:

23 June

Don't Talk to the Media:

Secrets you need to know before you open your mouth to a reporter presented by Gerard Braud, author and international expert in crisis communication and media relations

[VISIT](#)

30 June

"Safe" Social Media

Presented by Steve Crescenzo, principal, Crescenzo Communications

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New Members

Jaclyin Anderson
Q Ad/PR

Christa McGraw
UNLV Men's Basketball

Recent Anniversaries

Ruby Scott - 6 yrs

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