

# Internal Communications and the Social Enterprise (Live Event: February 25, NYC)



International Association  
of Business Communicators  
New York

## Transforming Communications in the Age of Social Enterprise Technology

**WHEN:** Thursday, February 25, 2016 from 8:30 AM to 12:30 PM (EST)

**WHERE:** New York – Bryant Park Room. 109 West 39th Street. New York, NY 10018

Join Interact and [New York IABC](#) on February 25th as we partner to bring you an interactive half-day discussion of innovative approaches to internal communications and employee engagement.

We'll examine proven ways that organizations are using social technology and other tools in their communications programs to pave the way for critical business goals, from maximizing productivity to increasing employee retention.

Our agenda is packed with presentations and discussions with the ASPCA, Credit Suisse, IBM, and Interact. Come share the ideas that are shaping today's best internal communications programs.

## Speakers:

- Lindsey Callahan – Sr. Director of Communications, ASPCA
- Nigel Danson – CEO, Interact
- Mark Misercola – Head of Internal Communications, Investment Banking, Credit Suisse
- Melissa Sader – Executive and Workforce Communications, IBM

## Key Takeaways:

Walk away with a thorough understanding of how to enhance and improve your organization's internal communication program. You'll also learn best practices for improving employee collaboration, earning the support of senior leadership, and using social enterprise technology tools to reach your goals.

New York IABC greatly appreciates the partnership and support of Interact to deliver this program and its mission to help communications professionals share their expertise through networking, career development and personal growth opportunities.

