

FOR IMMEDIATE RELEASE:

Engaging Managers to Become Great Communicators: A Case Study

IPSWICH, Mass. - Apr. 23, 2007 (SEND2PRESS NEWSWIRE) -- Organizational communicators know that managers are the most credible, preferred source of company information for employees. As such, managers are well-suited to engage and align employees around company priorities. But how do you first motivate and engage managers for such a task? asks Yankee IABC.

Textron Inc., a \$12 billion multi-industry company in Providence, has successfully launched a pilot manager communication program, and the results are starting to come in. Come hear about the steps they took...and the results.

PRESENTERS:

Karen Papa, senior vice president, communications, Textron Financial  
Mary Hettinger, president, Beyond Words.

WHEN:

Tuesday, May 15th, 2007 5:30 PM - 8:00 PM

WHERE:

Courtyard Boston Foxboro  
35 Foxboro Boulevard  
Foxboro, MA 02035

EVENT REGISTRATION FEE:

- IABC Member: \$45.00 for a limited time (\$60.00 original price)
- IABC Student Member: \$20.00 for a limited time (\$30.00 original price)
- Non-Member: \$60.00 for a limited time (\$75.00 original price)
- Student Non-Member: \$30.00 for a limited time (\$40.00 regular price)

RSVP: by May 11th at <http://www.yankeeiabc.org> or [events@yankeeiabc.org](mailto:events@yankeeiabc.org).

About Yankee IABC

Yankee IABC, a chapter of the International Association of Business Communicators, connects professionals across all communication disciplines to inspire individual growth and overall industry excellence. Spanning five New England states, our members have easy access to a vast array of communications resources and networking opportunities. For more information, please visit [www.yankeeiabc.org](http://www.yankeeiabc.org).

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