



Austin: The Convergence of Creativity & Intelligence

By Lara Zuehlke, Account Supervisor

Pierpont sponsoring upcoming International Association of Business Communicators conference, Oct. 15–17

Austin has long been heralded for its funky, creative vibe, which is why it's known as the "Live Music Capital of the World." But in more recent years, the left-brain influx of new intelligence and opportunity has put Austin on the map as one of the [best places for business growth](#).

That's why the state's capitol city serves as the perfect backdrop for this year's [International Association of Business Communicators' \(IABC\) Southern Region Conference](#), appropriately themed, "Cultivating Creative Intelligence." From Oct. 15–17, the annual conference will bring more than 200 business leaders and communications professionals to the AT&T Education and Conference Center on the University of Texas campus.

This year's program kicks off Wednesday, Oct. 15 with a Leadership Summit and opening reception. Senior Counselor Tom Mattia, former chairman of Edelman China and Coca-Cola, begins Thursday's programming with his keynote session exploring the global media environment.

Mattia is one of three keynotes providing high-level ideas and energy, while 20 breakout sessions offer participants more hands-on learning. With an overwhelming number of speaker proposals, the planning team chose from among the best to develop a learning mix of strategic visioning and tactical execution.

In addition to Pierpont serving as a Gold Sponsor, several team members are on the speaking docket. Michael Miller, digital brand strategist, will explore how to leverage the right digital tools on Thursday at 4 p.m. On Friday, Chris Wailes, VP of media relations, will make the case for why traditional media relations still matters in the "Rapido" session at 9:30 a.m., while Stacy Armijo, Austin SVP and general manager, will shepherd the closing keynote panel on iconic brands Friday at 11 a.m.

Choose Your Experience

To provide attendees a richer learning experience, the breakout sessions spanning Thursday and Friday will cover four specific learning areas:

View from the Top: Executive leaders address how they navigate change and work with their communications teams to strategically build their brands—and their businesses.

Must-See Session: *Building Quality from the Ground Up at Rudy's/Mighty Fine* with Allyson Young, SPHR, HR & Brand Director, on Thursday, Oct. 16 at 9:30 a.m.

Creativity & Innovation: Out-of-the-box thinkers and strategists lead sessions on igniting a creative mindset and sharing your unique stories.

Must-See Session: "Rapido" Bursts of Creative Intelligence—a high energy twist on Pechu Kucha-style presentations. Multiple presenters (including Pierpont's Chris Wailes) provide their best pearls of wisdom in 10-minute talks during the Friday, Oct. 17 session at 9:30 a.m.

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Applied Intelligence: Speakers explore how to bridge the gap to hire smarter, manage data and create engagement.

Must-See Session: *Insider Secrets to Hiring the Best Communications Talent* with Angee Linsey, Managing Director of Linsey Careers, on Thursday, Oct. 16 at 4 p.m.

Tools & Technologies: Communications professionals illustrate how to activate great ideas by leveraging the right approach with the right tools.

Must-See Session: *Intentional Employee Conversations Give Voice to What Unite Us* by Sheri Rosen, VP of Employee Communication for Frost Bank, Thursday at 9:30 a.m.

To learn more about the upcoming conference and to view the complete schedule, please visit the [IABC Southern Region Conference site](#).

Lara Zuehlke is an Account Supervisor at Pierpont Austin and serves as the Programming Co-Chair for the 2014 IABC Southern Region Conference.