



International Association
of Business Communicators
Brazos Valley

*Driving communication as a force
for good in business and society*

The purpose of IABC is to:



advance the profession,



create connection, and



develop strategic communicators.

IABC membership opens the door to benefits at the international and regional level, in addition to leadership opportunities and discounts at all levels!

Join today at iabc.com/membership and

Get nnected.

Brazos Valley IABC (BVIABC)



bviabc.com

#BVIABC • @bviabc



#BVIABC provides quality marketing + communications professional development programming in the Brazos Valley.

Sponsorship opportunities are available.

Questions? Suggestions?

Jennie L. Lamb | president@bviabc.com



advance
the profession

Thu., Feb. 15, 2018 • 11:30 am to 1:00 pm
**Virtual Reality (VR) Brand Experience
at Texas A&M University**

feat. Michael Green from the Division of Marketing & Communications + Dominique Benjamin from the Office of Admissions



create
connection

Thu., Mar. 22, 2018 • 11:30 am to 1:00 pm

Fame + Shame: The Designer Edition

feat. Jon Carpenter of Carpenter Creative, Kim Miller from the Texas A&M Division of Marketing & Communications + Brie Pampell from Texas A&M's Mays Business School



develop strategic
communicators

Thu., Apr. 19, 2018 • 11:30 am to 1:00 pm

Donor Relations: The Key to Unlocking Fundraising Success

feat. Lynne Wester, MS, Chief Donor Relations Officer at The University of Texas at Austin + Principal of Donor Relations Guru Consulting



develop strategic
communicators

Thu., May 17, 2018 • 11:30 am to 1:00 pm

Putting the "Special" in Events Marketing + Communications

feat. Mary H. Francis, Principal of Harden-Francis Enterprises + Chair of the IABC Southern Region



develop strategic
communicators

Thu., Jun. 21, 2018 • 11:30 am to 1:00 pm

Marketing + Brand Communications: Real Estate in the Brazos Valley

feat. Wendy Flynn, MA, of Keller Williams Realty, Inc. + named "Best Realtor" in B/CS in The Eagle's 2017 Reader's Choice Awards



create
connection

Thu., Sept. 20, 2018 • 11:30 am to 1:00 pm

Nonprofit Marketing + Communications: Perspectives from the Brazos Valley

feat. Ron Crozier from Twin City Mission, Jane Sherman, MBA, from Habitat for Humanity, + Rhonda Watson from Hospice Brazos Valley



advance
the profession

Thu., Oct. 18, 2018 • 11:30 am to 1:00 pm

In Celebration of Global Ethics Day: Ethics in Communicating Science + Health

feat. Barbara Gastel, MD, MPH, Professor at the Texas A&M College of Veterinary Medicine & Biomedical Sciences + the Texas A&M Health Science Center's College of Medicine



develop strategic
communicators

Thu., Nov. 15, 2018 • 11:30 am to 1:00 pm

Tentative Program:

The Secrets of Success: Using Marketing + Communications to Create Transformation

feat. Ginger D. Homan, ABC, SCMP, Founder of Zia Communications, Chair of the IABC International Executive Board + Trustee of the IABC Foundation

All venues to be determined; topics + titles are subject to change. No Lunch + Learns will be held in January, July, August, or December.

Visit bviabc.com for the latest information.