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International Association of Business Communicators hits Pitt Campus
Pitt Senior starts first IABC Student Chapter in Pennsylvania

PITTSBURGH, Sept 24 – University of Pittsburgh students have launched a new chapter of the International Association of Business Communicators (IABC). IABC, a professional development organization, will target undergraduate and graduate students majoring in communications, English, marketing and public affairs. The organization is the first IABC student chapter in the state.

"The new chapter will help students boost professional networking skills and provide a positive transition from classroom theory to real world practice," said Justin Brunner, chapter president and College of General Studies senior. "It will also provide a new platform for students to network with professionals in a variety of communication and marketing careers."

IABC/University of Pittsburgh will conduct programs such as resume reviews by field professionals, networking events, and interactive workshops. IABC is currently planning "A day in the life of..." series, where marketing, advertising, and public relations professionals will outline their work routines, and allow students to ask candid questions.

The need for such an organization fills a void for many Pitt students. Brunner states, "I hear countless communications majors say they have no idea what to do with their degree. IABC provides education about the communications and public relations industry, plugs you in to a global network, and enhances your resume. It's a huge opportunity for students seeking internships or employment."

IABC/University of Pittsburgh conducts open meetings from 6:00 - 7:00 p.m. on the 2nd and 4th Monday of each month. Meetings are held in William Pitt Union Dining Room B and David Lawrence 121, respectively. Annual membership dues are \$44, which entitles the student to numerous local and online benefits. The chapter also operates a Facebook group providing an event listing, meeting and contact information.

IABC/University of Pittsburgh is a student chapter of IABC, a professional network of more than 15,000 business communication professionals in over 70 countries. IABC offers education, accreditation, and networking tools for professional development. For student membership or IABC information, please visit www.iabc.com/student.

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