



Justin Brunner
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International Association of Business Communicators hits Pitt Campus
New Student Organization Helps PPW Students Better Prepare for the Work Force

University of Pittsburgh students launched a new chapter of the International Association of Business Communicators (IABC) this August. IABC, a professional development organization, was designed to help undergraduates majoring in English, Media and Professional Communication, Marketing, Communication, Film Studies and Public Service. Students can greatly enhance their writing skill set and network with local professionals.

"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 PPW 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 is sponsored by IABC/Pittsburgh, the local chapter composed of experienced professionals. With their help, the student group conducts programs such as educational lectures on industry trends, resume review workshops and networking events. The group's "A day in the life of..." series allows communication, marketing, advertising, and public relations professionals to describe their daily work routines, outline their responsibilities and allow students the opportunity to ask questions regarding their desired career.

The need for this type of organization fills a void for many Pitt students. Brunner states, "I hear countless students majoring in English and communication say they have no idea what to do with their degree. IABC covers a broad range of career paths, so students can see what works best with their goals. It also provides the latest industry education, plugs you in to a global network of over 15,000 individuals and enhances your resume." Since IABC encourages interaction with seasoned professionals, it provides a great opportunity for students seeking internships or employment.

IABC/University of Pittsburgh holds open meetings from 6:00 - 7:00 p.m. on the 2nd and 4th Monday of each month through the fall 2008 term. Meetings are held in William Pitt Union Dining Room B and David Lawrence 121, respectively. Any University of Pittsburgh student is welcome to attend a meeting or event, regardless if they pay dues.

Interested PPW students are encouraged to become official IABC Student Members, with annual dues set at \$44. This affordable membership entitles the student to numerous local networking opportunities, social events and exclusive online benefits. Access to the global membership directory, a subscription to CW magazine (IABC's trade publication), a private job board, and access to a mentoring program are all available to members. Detailed information regarding membership can be found at www.iabc.com/student. For more information about IABC/Pittsburgh, please contact Brian Blunkosky, Director of Membership, at bmb45@pitt.edu or visit our Web page, <http://iabcpitt.wordpress.com>.

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