



Attention!

COMMUNICATION LEADER



• what's ON YOUR MIND?

- Where can I network with peers without getting lost in the crowd?
- Where can I access communications best practices right now?
- Where can I make connections that result in meaningful, one-on-one, confidential conversations with colleagues on communications issues?
- Where can I leverage the collective wisdom of senior-level communicators in a small-group setting?



• what's ON OUR MINDS?

- How can I prep my CEO for a critical media interview?
- How can I manage the increasing complexity of today's communications function?
- What are current best practices for communicating strategic vision to field sales organizations?
- How I can proactively prepare for high-profile leadership changes?
- How can I ensure the success of our executive team as they conduct town hall meetings?
- What are some communication best practices to help manage the uncertainty employees, retirees and others feel in times of economic stress?



GET answers.
GET connected.
JOIN today.

www.thecommunicationexchange.org



EXCHANGE

Collective Wisdom. Individual Excellence.

GET ANSWERS

As an Exchange member, you're connected to some of the best in the business. You can learn from with your peers' operations and activities – successes and failures.

Post a question and get virtually instantaneous feedback from senior communicators around the world – real intelligence you can immediately use to impact business results.

MARK YOUR CALENDAR

THE EXCHANGE ANNUAL CONFERENCE IS MAY 2-4

Attend the 2012 Exchange Annual Conference at the Four Seasons Hotel in Atlanta, Georgia, and leave with new ideas, new connections and fresh perspectives.

This conference is unlike any in our industry. It is small enough to network comfortably yet commanding enough to draw A-list speakers and topics.

The conference combines high-level thought leadership with practical, real-world advice you can take back to your company and enhance your communication role.



GET CONNECTED

More than a professional association, the Communication Leadership Exchange is a community of colleagues built on a foundation of shared trust and mutual respect. Since 1955, the Exchange has helped experienced communicators (10+ years required) get connected and enhance their careers. Representatives from organizations of all sizes – from the Fortune 100 to the one-person consultancy – look to the Exchange for relevant, real-world, real-time communication insight.

We are a highly interactive, collegial group.

We are passionate about helping each other and our organizations succeed.

JOIN TODAY

OR REFER A COLLEAGUE

Check out these membership benefits:

- Access to hundreds of communicators with 10+ years of experience
- High-quality conference offered at a discount rate to members
- Regional gatherings
- Active ListServ online forum
- Free monthly “Hot Topics” webinars/teleconferences
- Online membership directory
- Senior-level job listings



Visit thecommunicationexchange.org today for more information about membership and sponsorship opportunities.