

Information Mapping, Inc.'s Deborah Kenny to Speak at Yankee IABC Event

Renowned e-mail etiquette and communications professional will train attendees on high-performance communication on October 11th, 5:30 P.M.

BOSTON, Mass. – Sept. 28 (SEND2PRESS NEWSWIRE) – The Yankee Chapter of the International Association of Business Communicators (IABC) will host a professional development program entitled: High-Performance Communication: The Information Mapping(R) Method, on Wednesday, October 11 at The Conference Center at Bentley.

The presentation begins the fall season of Yankee IABC's yearlong calendar of seminars and workshops geared toward professional communicators, including corporate communications, marketing, advertising, and public and investor relations.

Deborah Kenny will lead this Yankee IABC session. She is vice president and general manager of Learning Solutions at Information Mapping, Inc., of Waltham, Mass. Ms. Kenny is a frequent presenter at national conferences and seminars for trainers and communicators. She was seen earlier this year on ABC-TV News (WCVB-TV Boston) during a primetime Technology Report.

The Information Mapping Method

Information Mapping is a research-based approach to the analysis, organization and visual presentation of information. Based on research into how the human mind actually reads, processes, remembers, and retrieves information, Information Mapping is an integrated set of easy-to-learn principles, techniques and standards that helps writers analyze, organize, and present information with clarity, focus and impact.

The method is both subject matter and media independent; that is, it can be applied to the subject matter of any industry, and it can be presented on paper, on a computer screen, verbally, or in a multimedia presentation.

October 11 at Bentley Conference Center

The dinner presentation, High-Performance Communication: The Information Mapping(R) Method, will take place on Wednesday, October 11, 5:30 to 8:00 P.M. at The Conference Center at Bentley, 175 Forest Street, Waltham. For event details and registration information visit: www.yankeeiabc.org or email events@yankeeiabc.org.

About Yankee IABC

Yankee IABC, a chapter of the International Association of Business Communicators, connects professionals across all communication disciplines to inspire individual growth and overall industry excellence. Spanning five New England states, our members have easy access to a vast array of communications resources and networking opportunities. For more information, please visit www.yankeeiabc.org.

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