



Association *for* Business Communication 77th Annual International Convention
Waikiki Beach Marriott Resort, Honolulu, Hawaii
October 24-27, 2012

CALL FOR PAPERS



Theme: Communicating Sustainability in Business

Experience the vibrant life of Honolulu and the south shore of the island of Oahu! Join us at beautiful Waikiki Beach for ABC's 77th international convention. Network with your ABC colleagues and sustainability experts from around the globe. Our theme centers on communicating responsible business. How can business communicators take the lead and rise to the challenges in this critical area? Our program features special keynote speaker, Jonas Haertle, PRME Secretariat and Coordinator Regional Networks, United Nations Global Compact, and much sought-after sustainability speaker in Europe, Nick Tolhurst, Steinbeis University, Berlin, and author of *The A to Z of CSR* and *Responsible Business* (Wiley). Areas of interest for papers and panels include (non-theme papers are welcome!):

- Communicating responsible business in the new, transparent culture
- Writing corporate sustainability guidelines, mission statements & sustainability reports
- Transparency in sustainability communication
- Issues and crisis communication
- Educating responsible business managers
- Communicating sustainability to graduate and undergraduate business students – PRME
- Effective stakeholder communication
- Communication for trust, reputation, & goodwill
- Business integrity versus greenwash
- Creating responsible business culture through communication
- Intercultural and global business communication
- Best practices in business communication
- Communication consulting, coaching, and training
- Innovative instructional methods
- Communication technologies
- Ethical and legal issues in business communication
- Organizational and managerial communication
- Communicating and catalyzing organizational change for more sustainability
- Cause-related and social marketing
- Promoting and conducting research in communication and sustainability
- Inter-sectorial communication between governments, NGOs and business

Theme, as well as non-theme, papers are welcome. ABC members and non-members are invited to attend and to submit proposals for papers related to current issues, theory, research, practice, consulting, and teaching of business and professional communication.

Convention Location

The Waikiki Beach Marriott Resort & Spa provides attendees with single/double occupancy rooms for \$US 174 and includes free internet access. The meeting rooms will have complimentary internet access. Reserve your room by phone (808.922.6611) or online at <https://www.marriott.com/reservation> and ask for ABC group rate.

Proposal Submissions

1. Go to <http://www.businesscommunication.org>
2. Locate "Conventions" menu and Select "2012 ABC Conventions"
3. Click on "Conference site" on the Conventions home page

Questions? Contact Roger Conaway or Oliver Laasch, Program Co-chairs, at roger.conaway@itesm.mx; or oliver.laasch@itesm.mx

Submission Deadline: Tuesday, May 1, 2012