

COMMUNICATION

CREATES

CHICAGO

IABC WORLD CONFERENCE

23-26 JUNE  
2024

IABC World Conference 2024 will be held 23-26 June in Chicago, IL, USA and IABC Pacific Plains will be representing with the following speakers:



### Paul Ichilcik

Paul has twenty-plus years of strategic communications experience both in-house and as a consultant. He is an Expert in McKinsey & Co.'s Strategic & Change Communications Practice, based in Seattle. Previously, he worked in executive communications for Amazon, and was a leader in Oliver Wyman's Organizational Engagement Practice and at a Narrative Agency, Anecdote International.



### Marcus Melnick

Marcus Melnick is a Personal Safety Specialist and worked in Public Safety roles for decades. In his continuing studies of violence, Marcus, took overcoming the human stress response paralysis to life and death and applied it to the corporate world. His book, *The Opposite of Safe*, provides a practical blueprint for overcoming the "Stress Hot Mess."



### Joe Spratt

Joe Spratt is an Expert in McKinsey & Company's Chicago Office. Joe is a leading member of the Strategic & Change Communications practice, working with clients to drive greater communications performance and impact in times of change. He leads the practice's work on comms function assessment and operating model design.

Learn more and register at [wc.iabc.com](https://wc.iabc.com).



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