

Noted Political Scientist and Pollster to be Guest Speaker at IABC Barbados November 28 Meeting

Meeting to Ratify Chapter Bylaws Social Networking Opportunity



Peter Wickham

Pollster, Political Scientist and Media Commentator, Peter W. Wickham, will be the guest speaker when IABC Barbados holds its next General Meeting on November 28, 2012.

With the election season just ended in the United States of America, the Republican Party is analysing the campaign methods that spelt victory for the Democratic Party's candidate, President Barack Obama.

And with the election season unofficially underway here in Barbados, Mr. Wickham should have a great deal to say that is of interest to his audience, as he focusses on communication in the political arena. His topic will be "The Art and Science of Political Communication: A Comparison of Political Communication Styles - the US and Barbados". This topic should generate some interesting discussion.

Mr. Wickham was Resident Political Analyst at the Caribbean Broadcasting Corporation and host of the radio programme **Talk Yuh Talk** and the live call-in television programme **The People's Business** on CBC TV.

He is currently the author of the Sunday Sun column, **People & Things**, and a host on the popular radio call-in programme **Getting Down to Brass Tacks** on the Starcom Network.

He has lectured in Political Science and Research Methods at the Cave Hill Campus of the University of the West Indies.

Mr. Wickham is a Director at Caribbean Development Research Services Inc. (CADRES), which specialises in public opinion polling. CADRES has developed a reputation for the accuracy of its polls in Barbados and several countries in the Eastern Caribbean.

He earned a Bachelor of Science degree in Political Science and Law, and a Master of Philosophy in Political Science from the UWI Cave Hill Campus.

Apart from the presentation from our guest speaker, an important agenda item will be the adoption of the Chapter by-laws.

The bylaws have been drafted and reviewed by the IABC Barbados Executive Board and have been circulated to the membership for comment. The time has now come to formally adopt them. Adoption will require a quorum to be present in order to make it official, so members will have to come out to the meeting in your numbers to make it happen.

The bylaws are the charter or constitution by which the Chapter is governed, so they should be in place to ensure that we are running the affairs of the Chapter in the correct manner.

It will be a business meeting, but it also has a social component. It provides a chance to network with fellow communicators and their guests, and to share ideas and experiences.

We are extending a special invitation to our new and returning members to come out to the meeting on November 28 and get acquainted with their colleagues in the Chapter.

The General Meeting will be held in the Christie Training Room at the Barbados Light and Power Company Limited, the Garrison.

The meeting is scheduled to run from 6:00 p.m. to 8:00 p.m.

Come out and Be Heard!

WHAT'S NEW

- Going for the Gold Quill
- Meet Another New Member - Keisha Humphrey
- Peter Wickham & IABC Barbados

46

Happy Independence, Barbados!



CONTENTS TO NOTE

FROM THE PRESIDENT	2	CBB NEWS AT 11 IS ON AIR	5	MEMBER-GET-A-MEMBER.....	6
COMING UP NEXT	4	WHAT'S NEW AT IABC	6	COPYRIGHT WEBINAR	8
GOLD QUILL AWARDS	3	MEET ANOTHER NEW MEMBER	7	CHRISTMAS AT TAPAS	7

FROM THE PRESIDENT

Colleagues,

It's time to submit your Gold Quill Award entries. I hope that you are all ready to 'go for the gold' and bring glory to your Chapter and to your country. The entry process has been streamlined and is now more user-friendly. Please see the details on page 3.

Novaline Brewster is becoming a regular contributor to BUZZ. This month, she's sharing some 'news' about a communication initiative by her employer, the Central Bank of Barbados. Perhaps this is a potential Gold Quill entry.

We hope that it will inspire you to write about your communication projects for the benefit of your IABC Barbados colleagues.

You can learn more about Novaline herself in the member profile on page 4.

This month, our nation is celebrating the 46th anniversary of its Independence from Great Britain. Happy Independence, Barbados!

Following right after Independence is the season of Christmas, as the year 2012 draws swiftly to a close.

IABC Barbados is starting the Christmas season early with a social event at Tapas on December 6. So mark your calendars and get ready to celebrate.

The Member-Get-A-Member promotion returns in December, and with the dues about to be increased, this is a good way to save yourself some money by encouraging others to join IABC. You can also avoid the increase, for next year at least, by joining or renewing before the end of December.

But before that, we have one more General Meeting for the year, scheduled for November 28.

There is lots to discuss, including the pending membership dues increase, the Christmas social, plans for attending the IABC World Conference in New York next year and, most important, ratification of the Chapter bylaws.



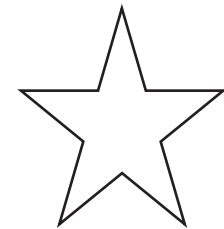
Dr. Sharon Marshall

We also want to welcome warmly the new members who recently joined our Chapter, and to welcome back those who are returning after a break.

We are extremely pleased that we have been able to secure pollster and political scientist, Peter Wickham, as our guest speaker for the evening.

Make sure that you bring along a guest, and in particular another communication professional who has not yet joined IABC, to the meeting in the Christie Training Room at the Barbados Light & Power Company Limited.

I'm really looking forward to seeing you all there.



Independence lights in Bridgetown

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

Be Heard®

IABC Workshop: **Communicating Change: The Vital Role of the Business Communicator** Register now!

Online sessions: 5 February-19 March 2013 Onsite session: 26 March, Atlanta, Georgia

Nobody likes to hear that change is coming, and communicators face a formidable challenge in dealing with nervous, possibly hostile audiences. Managed Change™, the globally-proven basis for this workshop, will guide you through the principles and process of a well-managed, well-communicated change in six one hour e-learning modules reinforced with weekly real-time online web sessions.

After these sessions, you will be able to:

- Identify the core change communication principles from this proven change management model.
- Implement tools and templates to build a comprehensive change communication strategy for changes of all size and impact.
- Position change communication strategically in the change management process to prevent or reduce the risk of resistance.

After completing the online sessions, you'll end the experience with a one-day facilitated workshop that reinforces the principles of Managed Change™ and lets you apply those learnings to your own situation. Register today and never fear change again!

Presented by Jeanenne LaMarsh, LaMarsh Global

In 1979 Jeanenne LaMarsh founded LaMarsh & Associates, Inc. to be a firm that helps its clients proactively recognize and address human factors that can either accelerate or impede change. Jeanenne works with senior management, key change agents, and people who need to lead and execute change in a timely fashion, helping each group better understand the dynamics and challenges of the change process and build effective change management strategies and action plans.





Radically Different. The New Gold Quill.

Who will be the first person from IABC Barbados to win a Gold Quill and bring glory to the Chapter?

Gold Quill benchmarks and celebrates the very best business and organisational communication across the globe, and we can only do that if you step up to the plate and enter.

Are you thinking of entering but you are not sure of the type of feedback you will receive?

We heard you, and we're doing something about it. This year all Gold Quill Award entries will be evaluated by one of five trained and highly qualified global Blue Ribbon panels. Your work will be evaluated by some of the best in the business, and you'll receive expert feedback on all your entries.

The Gold Quill score sheet has been revised, and follows the new criteria established for 2013 Gold Quill entries. More objective and intuitive evaluation criteria will help you prepare a more targeted entry. Check out the new score sheet and write your entry based on the evaluation standards. Use it as an outline to help you prepare your entry.

We've developed a new guide especially for you that guides entry preparation from apples to zippers. Check your work against the standards before you submit it.

Gold Quill goes online for both entrants and evaluators! Not only can you pay online, you can enter online. Just think no more hole punching, collating, page protectors, or packing of binders filled with CDs, memory sticks, tees, playing cards, or other specialty items that get lost along the way. No more panicked last minute calls to the courier, customs charges or other things that make your life stressful.

One exception, entrants in the Publication or Publication Design categories may choose to submit their work in hard copy instead of uploading it online due to the tactile nature of these communication vehicles.

It's time to go for the gold. Enter the most exciting, far-reaching and dynamic communication awards program in the world today!

Broadway, Times Square, the Big Apple. IABC's 2013 World Conference in New York City and the Gold Quill Awards night of your life. Your place, your party, your Gold Quill.

Get ready to rock the house as the redesigned 2013 Gold Quill Awards program makes it easy for you to enter and sets you up for fame. Your work shouts excellence. It's time to let it shine.

It's a career mover that makes headlines for your world-class thinking, hot creative and serious metrics. It's the premier stage to showcase your smarts, your talent, your worth and your savvy.

Make history, be a part of a global arsenal of the best strategies, the best ideas and the best content in business communication. Get ready to be known, and we mean really known, for your wicked-good work.

And just in case you need some inspiration...

Winning a Gold Quill Award gets you:

- Notoriety for your communication excellence on a global scale.
- A stronger resume that will raise your professional profile.
- Street cred that takes your potential through the roof.
- A reputation that precedes you.
- New respect from your boss for making a real difference.
- The personal brand of an innovator.

Are you ready to rock the world? Then let's get busy.

Pick the division and category that you think best describes the work you want to enter.

Each division has between five and 22 categories which reflect the wide and varied work of business communicators today.

Division 1: **Communication Research Management**

Division 2: **Communication Management**

Division 3: **Communication Skills**

Division 4: **Communication Training and Education**

Entrants may submit work in multiple categories within and across divisions, provided that the work plan fits the category description. You may submit as many entries as you wish, but separate entry fees apply for each entry.

It's all about you

- Entries accepted from October 2012 through March 2013, meaning an extra four weeks for submissions.
- An easy-to-understand application that's simple to submit.
- Forty-six categories so you can find the perfect fit
- No more bulky portfolios to mail. Enter online, even your big graphic and video files.
- An international cast of trained evaluators providing quality feedback.
- Personal mentors, constructive input, "how-to" webinars and a new website to walk you through all of the steps you need to be a winner.
- And an epic party in the heart of New York City, where you can stand in the winners' circle with your award-winning best.

If you've got questions, we've got answers.
Email recognition@iabc.com.

Entry fees and deadlines

Early-bird deadline

- 31 January, 2013
- Members: US\$225
 - Students: US\$25
 - Non-members: US\$325

Final deadline

- 5 March, 2013
- Members: US\$325
 - Students: US\$40
 - Non-members: US\$425

Find out more at <http://gq.iabc.com>

Member Profile - Novaline Brewster



Novaline Brewster is currently the Public Affairs Officer (PAO) of the Central Bank of Barbados. In this role she assists with the Bank's internal and external communications.

Prior to assuming the office of PAO, she worked for more than a decade as a broadcast reporter and editor at the state-owned Caribbean Broadcasting Corporation. During her tenure at the CBC, she covered several local and regional events, and for about three years served as the Business Editor.

Novaline holds a B.A. in Foreign Languages from the University of the West Indies, Cave Hill Campus, a Post-Graduate Diploma in Tourism Management from the UWI School of Business and an M.Sc. in Public Relations from the University of Stirling, Scotland.

She also taught for a few months at the Erdiston Nursery and Parkinson Secondary. In 2008, she was appointed Chairman of the Board of Management at her alma mater, Queen's College.

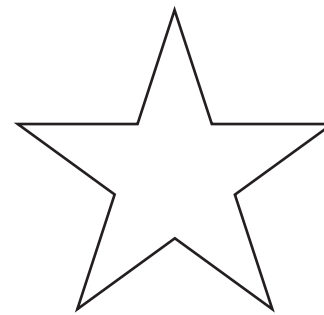
Novaline is an active volunteer with the local credit union movement. She served for six years as a Director of the BWU Cooperative Credit Union, three of which were in the capacity of President. She was also a Director of the Barbados Cooperative and Credit Union League for six years.

Novaline is currently a member of the Supervisory Committee of the BWU Cooperative Credit Union, a member of the Advocacy and IYC 2012 Activities Committees of the Barbados Cooperative and Credit Union League, and Barbados' representative on the Bye-Laws Committee of the Caribbean Confederation of Credit Unions.

She has completed several credit union courses in Corporate Governance and Marketing, and has benefitted from attending the Caribbean Conference of Credit Union and World Council of Credit of Credit Union conferences.

Novaline, a proud member of the Barbados Chapter of the IABC, enjoys singing, reading, socializing, meeting people and a good Bajan belly laugh.

Calendar - Coming Up Next



Webinars

Fee: US\$175
28 November, 12-1:30 p.m.
From email to infographics: Why visually enhancing your communication is critical in today's business environment
presented by Drew Banks, Head of Marketing, Prezi

Conferences

5-6 December, 2012
Strategic Communication Leadership Conference
Scottsdale, Arizona, USA

7-9 February, 2013
Leadership Institute
Hilton Scottsdale Resort and Villas
Scottsdale, Arizona, USA

23-26 June, 2013
IABC World Conference
Hilton New York
New York City, USA

Workshops

17 January -14 March, 2013
Social Media Workshop
A series of eight weekly live online sessions on Thursday mornings with accompanying weekly on-demand online training modules
Presented by Shel Holtz, ABC, IABC Fellow, Holtz Communications + Technology

Tentative schedule:

Online sessions: 12 February-19 March, 2013
Onsite session: 26 March, Atlanta, Georgia, USA
Communicating Change Workshop: The vital role of the business communicator

A series of six weekly live online sessions with accompanying weekly on-demand online training modules culminating in a one-day face-to-face workshop
Presented by Jeanenne LaMarsh, LaMarsh Global

Chapter Meetings

General Meeting
28 November, 2012, 6-8 p.m.
Barbados Light & Power Company Ltd.

Seasonal Social
6 December, 2012, 6-8 p.m.
TAPAS
Hastings, Christ Church

General Meeting
27 March, 2013, 6-8 p.m.
Barbados Light & Power Company Ltd.

Annual General Meeting
1 July, 2013, 6-8 p.m.
Barbados Light & Power Company Ltd.

CBB News At 11 is On Air

The Central Bank of Barbados (CBB) records reasonable success in the introduction of an on-line newscast to communicate with its employees.

by Novaline Brewster - Public Affairs Officer, CBB

"This is the CBB News at 11!" announces a baritone voice at 11:00 a.m. on the last Monday of every month. What is this person introducing? The Central Bank of Barbados' in-house half-hour newscast, aired on-line.



The newscast, on air for almost two years, is the Bank's main tool for communicating with staff. This medium is used to transmit the institution's vision, strategic objectives, departmental activities, and employee achievements. One of the highlights is an inspirational chat with staff by Governor Dr. DeLisle Worrell. In this segment titled "Positive Vibes", Governor Worrell highlights the Bank's successes, commends staff achievements and contributions, shares his perspective on innovation, explains the Bank's core values and articulates his vision for a happy, world-class institution.

The arrival of Governor Dr. DeLisle Worrell heralded the newscast. He challenged the Communications Unit to employ the modern technologies to enhance our communication with staff, and to engage them more effectively. Hence the commencement of the newscast.

In addition to the newscast, at least twice a year, staff can interact with Governor Worrell on any issue via a call in programme, similar to **Brass Tacks**. This too is a new tool in the internal communications arsenal. The Governor and in particular, the Human Resources Director, Janis Marville, use this forum to respond to staff's concerns. **Staff Talk**, as we refer to it, is one of the main avenues through which employees obtain responses to burning issues.

These two programmes have replaced our staff magazine, which we used to publish biannually. However, we have retained a vibrant intranet where information for staff is posted regularly.

The staff have received the two initiatives quite warmly. An in-house survey conducted in 2011 revealed that more than 60 percent of the 127 respondents to the survey agree with the Bank's internal communications initiative. More than two thirds found the newscast informative, interesting, appealing and useful.



The newscast, according to the survey, also heightened employees' awareness of events in the Bank. About 63 percent said that they were more aware of what was happening because of improved communication, and a similar percentage agreed that the Bank's messages are more easily understood.

This medium has revolutionized the CBB's internal communications and made the Governor and some senior staff a lot more accessible. For certain, staff report that they are a lot more aware and knowledgeable about key initiatives, and happenings, thanks to the CBB News at 11.

On that note, I sign off!



The Communications Unit produces the newscast. Our Legal Officer, Sadie Dixon, an actress at heart and aspiring broadcaster, is the main anchor. Her substitute is Clerical Officer in the Foreign Exchange and Export Credits Department, Alicia Bascombe. The Communications Unit recruited reporters from various departments, trained them at the College of International Radio Broadcasting and voila!, we had a cadre of 12 competent reporters, doing stand-ups and all.

The Three Do's and Don'ts for Using Humor in Marketing

The key to building customer relationships and brand loyalty is meaningful interaction. But with so much marketing noise out there, how can you make your brand stand out in a meaningful way?

Humor can be a great way to break through the noise. It triggers an emotional response from your audience, which makes funny messages more memorable. Think about your own experience: we can all recall a particularly amusing marketing message. It also creates brand personality, which helps customers relate to you on a human level.

Incorporating humor into marketing can be tricky. Laughs are great, but what you really want are sales. Let's break down the most effective ways to play it for laughs without losing sight of the end goal.

1 DON'T: be controversial. Social media, videos, and other brand content like your website can all be appropriate places to inject some humor and show a little personality. However, don't let that personality become offensive or polarizing. Your goal is to get people to remember your business or brand for what you can offer them, not for your views on something that has nothing to do with your product or service.

2 DO: bear your wider marketing goals in mind. Humor has a broad appeal, for sure. But it's not a license to forget your target audiences and the messages you want to communicate with them. As with all marketing initiatives, do some research! Who are the people you're trying to reach? What do they think is funny? And how can I incorporate that into my overall brand messaging and strategy? BlendTec's "Will it Blend?" viral video series is a great example of humor done well.

3 DO: keep humor in its proper place. Humor doesn't work equally across all channels. A joke that plays out well on your Facebook page is not necessarily going to work in a news release, where it may lower your credibility with journalists and customers who are looking for news about your business.

Done correctly, humor can build rapport between your brand and consumers, create shared experiences between your customers, and make your brand truly memorable. Just remember to keep it light, to the point, apolitical and appropriate to the channel you're using.

PR Web Online Visibility from VOCUS

What's New at IABC

Aligning Content to Connect the Business - Southern Region Conference Session



Newsroom Ink's founder Ed Lallo (l-r), Paul Ladd, IABC Southern Region Treasurer, Cloreth Greene, Southern Region Chair and Newsroom Ink's Springfield Lewis in the lobby of Charleston's Francis Marion Hotel.

Photo: IABC Southern Region.

While new technologies continue to captivate, the fundamentals of good storytelling that's aligned with the business always prevail.

Attendees at IABC's 2012 Southern Region Conference were told that mastering the message first is essential to all communications – no matter what the media.

Ed Lallo, founder and CEO of Newsroom Ink, and Springfield Lewis, vice president of communications, put on a well-attended session on strategic storytelling. They showed how to tell an organization's story well by mapping content to the corporate agenda.

Communicators agree that credible content is king. The Newsroom Ink team defined a clear path for communications functions to become content engines that drive business.

"That's what Newsroom Ink does," said Lallo, a member of Austin IABC. "We create, curate and communicate content to tell an organization's unique story to its many audiences."

"I enjoyed the session," said Audraine Jackson, vice president of growth and development for IABC Southern Region, and owner of Atlanta's Jackson Communications. "I was not planning to attend your session. I am glad I changed my mind."

Lewis explained the power of mapping content is that it lets the business repurpose paid, owned and earned media – reaching wider audiences and extending shelf life.

At the IABC Southern Region Conference, Lallo and Lewis joined other communications thought leaders that included: Tim McCleary of The Involvement Practice; Tammie Epps and Tim Floyd, Palmetto Health; and Cynthia Martinez, Royal Caribbean Cruises.

"I think the newsroom concept is brilliant, and the format highly accessible," said Susan Burnell of Houston's Imagination Ink. "From a writer's standpoint, I wish every company and organization used it."

Afterward, the region's audience survey gave Lallo and Lewis high marks for their well-structured talk, including:

- "I got more out of the Newsroom session than any other session at the conference."
- "Great information and examples! Affirmation of things we're doing & new angles we can implement."
- "Solid, informative & useful case studies. Informative, actionable information—great session!"

Vicki Voelker, of New Orleans' Gambel PR, later wrote: "By far, I found your session to be the most innovative and inspiring, and gave me many ideas to bring back to the office."

Source : IABC Austin Chapter - <http://beheardaustin.com>

Member-Get-A-Member Promotion Returns in December

IABC is bringing back the popular Member-Get-A-Member promotion in December.

The basic premise is that members who recruit new professional members will get three free months of membership for each new member they bring in, up to a full year at no charge (complete rules below). The promotion will begin on December 1, 2012, and run through the last day of December, Pacific time.

There are just four rules:

1. The new member must identify the referring member in one of the following ways:
 - For mailed, faxed and online enrolments: Write the referring member's first and last name and chapter (or region if he or she is a member-at-large) on the application form
 - For phoned enrolments: Mention the referring member's first and last name and chapter (or region if he or she is a member-at-large)

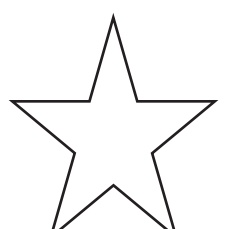
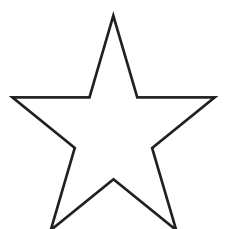
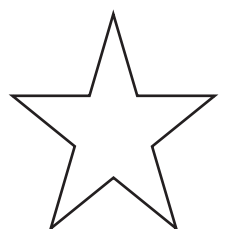
In other words, the referring member's name must be provided at the same time the cheque or credit card number is received to be eligible. Credit cannot be applied if the referring member's name isn't mentioned, so please be sure it is. We want everyone to benefit from their efforts!

2. The new member must not have been an IABC member since August 1, 2012.

3. The limit for this promotion is four members, which would provide the referring member with a full year of membership at no charge.

For members who already have lifetime membership (e.g., 500 Club members), you can donate your free months to the member of your choice, even the member you referred!

4. The new member must be a professional member (not a student member), although recruiting members can be any type.



You're Invited

IABC BARBADOS Christmas@Tapas



December 6, 2012

6:00 to 8:00 p.m.

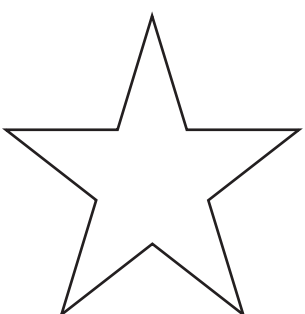
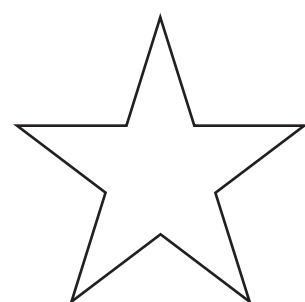
Christmas@TAPAS

Christmas is coming, and IABC Barbados is offering you a great way to ease into the spirit of the Holiday Season. We're planning a social evening so that we can socialize with you at TAPAS. We're hoping that this will be the start of a new quarterly lime. You can come and bring your friends for an after-work lime from 6:00 p.m. to 8:00 p.m. on December 6.

There's no admission fee. Just come and choose your own food and drink, which will be on your account. There's a delicious tapas menu from which to choose.

Then mix and mingle with other business communicators and their friends in a relaxed atmosphere at one of the coolest locations on the famous South Coast Boardwalk. Begin your Christmas celebrations early with us!

Meet Another New Member - Keisha Humphrey



Keisha Humphrey is one of the most recent members of IABC Barbados. She is the corporate communications assistant at the Nation Publishing Co. Limited, a post which she has held since 2008.

In her current post, she is responsible for assisting the Senior Corporate Communications Officer with the successful execution of the company's signature corporate events as well as communicating to the public any information related to the organisation.

Relatively new to the corporate communications function, Keisha possesses a certificate in Public Relations from the Barbados Institute of Management and Productivity (BIMAP).

In a bid to increase her academic qualifications in the field, she is currently pursuing the certificate in Marketing, Public Relations and Advertising from the University of the West Indies, Open Campus.

Keisha has also completed a Bachelors in Literatures in English from the University of the West Indies Cave Hill Campus.

An avid reader, Keisha is passionate about the field of Marketing and Communications and looks forward to learning more about the discipline.

Plagiarism and Copyright Webinar

"If you didn't write it, you don't own it. If you don't own it, you can't share it, upload it or download it (if you don't have permission)." That was a major takeaway from the November 7 webinar on **Plagiarism and Copyright Infringement-are you guilty of either one?**

Presenter, Wilma Mathews, cited the phrases above from a student to bring home the basics about plagiarism and copyright to webinar participants.



She said that with the advances in technology, the number of cases of plagiarism and copyright infringement are on the rise. Ms. Mathews is the current chair of the IABC Ethics Committee. She and the committee deal mostly with ethics complaints from IABC members about copyright infringement and/or plagiarism. Ms. Mathews admitted that IABC has had major challenges with copyright infringement in presentations at events which it organised.

Ms. Mathews also recommended that IABC chapters put plagiarism and copyright infringement on their professional development calendars to keep members abreast of current issues.

The presenter said that bloggers are big offenders when it comes to using other people's material without permission or attribution. She's of the view that the problem needs to be addressed from early with children who now have access to computers. Ms. Mathews said that children are not being properly educated about the need to respect the intellectual property of others.

She urged participants to be more vigilant than five years ago in order to protect their material and that of their companies and clients, since the media are changing constantly and the situation is getting more complex.



Sharon Marshall at her desk at the Caribbean Development Bank taking part in the webinar with her most recent reportee, Tonya Byer, who just joined CDB as Web Content Specialist. Tonya isn't yet a member of IABC, but Sharon is working on it.

Career Opportunities



CAREER OPPORTUNITY

The West India Biscuit Company Limited is a major manufacturing company, operating in a highly competitive market and is seeking to recruit a proactive and results-oriented individual to the position of **Brand Manager**.

BRAND MANAGER

Main Responsibilities:

- Develop, recommend and implement marketing, branding, promotional, media, and PR strategies so as to facilitate the achievement of established corporate objectives.
- Prepare fiscal marketing plans, ensuring that they are in line with Brand positioning, for presentation and approval by senior management; cost-effectively administer approved marketing budgets.
- Prepare detailed execution plans and draft budget proposals for all marketing activities.
- Monitor brand performance to ensure conformity with marketing forecasts; and prepare monthly reports and analyses on brand performance.
- Monitor product distribution levels and shelf presence, through regular and scheduled trade visits.
- Select and train a team of promoters for the assigned brands.

Qualifications:

1. A Bachelor's Degree in Marketing or Management
2. At least one (1) year's experience in a marketing environment.
3. Possess excellent verbal, written communication and organizational skills.
4. Proficiency in Microsoft Excel and Microsoft Word.
5. A valid driver's license

At WIBISCO, we offer a competitive remuneration package inclusive of Life and Health Insurance and Pension benefits, performance based incentives and a family atmosphere.

Applications should be submitted with a current résumé to
November 23, 2012

Unsuitable applications will not be acknowledged.

IABC Barbados BUZZ

Got news that you want to share with the chapter in BUZZ? articles? photographs?

Then please contact us:

sharon.milagro@gmail.com
renmohammed@deloitte.com

VACANCY

NATIONAL CULTURAL FOUNDATION (NCF)
Applications are invited from suitably qualified persons for the position of-

FESTIVAL AND EVENT PLANNER

The successful candidate will be responsible for the execution of events and festivals produced by the National Cultural Foundation.

Duties and responsibilities will include:

- To plan, organize and coordinate Festivals and other events for the NCF;
- To conceptualise, design and execute Festivals and other events for the NCF;
- To provide oral and written reports and evaluations of festivals, events or activities of the NCF;
- To procure appropriate resources for execution of events;
- To monitor, review and recommend improvements to festivals and events hosted by the NCF;

Required competencies:

- Excellent writing, presentation and communications skills;
- Ability to work independently or as part of a team, flexible, creative and analytical;
- Sound knowledge of local cultural environment and ability to interact and liaise with local, regional and international artistes;
- Proficiency with Microsoft Office Suite.

Qualifications:
A degree or its equivalent from an approved institution and five (5) years working experience in entertainment, the Arts or Event Planning.

Remuneration:
Salary and benefits package commensurate with established NCF policies.

Applications accompanied by Curriculum Vitae and three (3) references should be addressed to:



National Cultural Foundation
Barbados

The Chairman
National Cultural Foundation
West Terrace
St. James BB 23016
Barbados
Or email to ncfrecruitment@gmail.com

To reach no later than **4:30 p.m. on November 29, 2012.**
Unsuitable applicants will not be acknowledged.