



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • cci@corporatecomm.org • www.corporatecomm.org

NEWS RELEASE

For Immediate Release

June 25, 2012

Contact: Michael B. Goodman, Ph.D., Director
646-312-3749
cci@corporatecomm.org

Noraizah Zainal Abidin and Anne F. Gueringer Johnson Receive Best Presenter Awards at the Conference on Corporate Communication 2012

New York, New York. Noraizah Zainal Abidin, was awarded the Best Presenter Award at the Conference on Corporate Communication 2012, held June 5-8, at Baruch College, City University of New York, New York, NY for her presentation, “Corporate Image Vacuum: Nature, Characteristics and Implication for the Organization.” A graduate of the Masters Program at Nanyang Technological University (Singapore), Abidin has more than ten years of combined experience in the practice and teaching of corporate communication and public relations in a government agency and institutes of higher learning in Singapore.

Since the inception of the Conference on Corporate Communication in 2001, Best Paper Awards have been presented in recognition of excellence in academic and practitioner papers. Beginning in 2010 CCI has awarded the Best Presenter Award to underscore its importance as a professional skill. Uhmms, a communication training firm (USA) sponsored the award. Pat Scott, CEO of Uhmms, and a member of the Conference Program Committee, explained that, “unless we can have others hear, understand and become inspired by our work, it will never influence our future as communicators.” All conference presentations were considered candidates for the award and were judged on the use of voice, visual presence and structure. According to Scott, the question was asked, “Can this presenter capture our attention and lead us through a relevant, interesting and logical message, and can we be inspired by what we have learned?” When presenting the awards, Scott explained that award winners’ talks were chosen as the best representations of what great conference presentation should be.

Also recognized for her presentation skills was Anne F. Gueringer Johnson for her topic, “Communication Is Not A Two Way Street: Flattening the Mental Speed Bumps on the Road to

Effective Communication.” As the Principal Consultant at Anne Gueringer, ICI, Gueringer offers her clients over twenty-five years of experience in corporate and organizational communication.

The Best Presenter trophy has a golden acorn on the top of it. Uhmms has pioneered the ACORN Communication Strategy™. As Scott describes it, “The average attention span of a squirrel is one second. When given an acorn, it is four minutes. Today’s adult listeners also have short attention spans, so it is up to us to find an ACORN that will gain their attention long enough so that their needs can be fulfilled by our content.”

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2012 conference nearly 100 scholars and practitioners gathered from 20 countries to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2012 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

###