



# An INTERNATIONAL PROFESSIONAL COMMUNICATION CONFERENCE

Sponsored by:  
IEEE  
Professional  
Communication  
Society



## THE ENGINEERED COMMUNICATION

An International Professional Communication Conference,  
to be held October 30 through November 1, 1991  
Sheraton World Resort, Orlando, Florida

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Engineering, as a discipline, is the subject matter we deal with in the IEEE Professional Communication Society. Engineering, as process orientation, is also the methodology by which we produce effective communication. To engineer communications is to design for continued improvement.

The Steering Committee for IPCC 91 solicits your paper, poster presentation, workshop, or panel discussion that approaches the engineered communication from these aspects:

•**The discipline**

Principles and standards  
Design  
Work flow  
Verification

•**The practitioner**

Training  
Organizational status and placement  
Growth and development  
Ethics

•**The environment**

Tools and technology  
Data storage, retrieval, conversion  
Delivery problems and solutions

•**The consumer**

Audience targeting  
Customer orientation  
Schedule and budget control  
Integration of information and functions

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We will issue a final call for papers in November 1990. In the meantime, to talk over (or just tell us) your idea of the engineered communication, call one of the following:

**Dr. Chris Forbes, Program Chair**  
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Carlsbad, New Mexico 88221  
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**Dr. Dan Plung, General Chair**  
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