October 8, 2012

# NIRI-NY October 10th Event to Discuss the Power of Effective Communication

## Program to feature Virgil Scudder, media training pioneer and author of World Class Communication: How great CEOs win with the public, shareholders, employees and the media

NEW YORK -- The New York Chapter of the National Investor Relations Institute (NIRI-NY) will hold its monthly program on Wednesday, October 10, 2012 featuring Virgil Scudder, a leading media trainer with a wealth of experience in coaching and advising some of the world's most successful corporate heads.

At the event, Scudder will share stories, tips, and examples from his new book, *World Class Communication: How great CEOs win with the public, shareholders, employees, and the media*. The book includes tips for navigating through a crisis, increasing employee loyalty and morale, and building a successful career.

Scudder has counseled clients in more than two dozen countries on five continents. He has headed his own firm, Virgil Scudder & Associates, since its founding in 1990, after leading the media training units of two of the world's largest public relations firms, Carl Byoir & Associates and Hill & Knowlton. Prior to that, Scudder was an award-winning news broadcaster at major New York radio and television stations and networks.

The event will be held at The Harvard Club, 35 West 44th Street, with registration beginning at 5:30 pm and the program starting promptly at 6:00 pm. A networking reception will follow at approximately 7:00 pm. Registration is open to NIRI-NY members and non-members. Please register in advance by emailing admin@niriny.org.

Complimentary copies of *World Class Communication* will be available to attendees on a first come, first served basis.

**ABOUT NIRI-NY**

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also the largest chapter with approximately 400 members in the tri-state area. Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communication among corporate management, shareholders, securities analysts and other financial community constituents. NIRI is the largest professional investor relations association in the world with more than 3,300 members representing over 1,600 publicly held companies and $9 trillion in stock market capitalization. For more information, visit www.niriny.org.

**Contact**
Corey Kinger
VP - Communications, NIRI-NY Chapter
Senior Director, Brainerd Communicators, Inc.
212-986-6667
kinger@braincomm.com