



## Employee Communications Section

The world of internal communications is changing rapidly, and the needs of employers and employees are becoming more complex. Employers are realizing the benefits of a more informed and engaged workforce. Employees are amplifying their voices around work-life balance and culture expectations. With these shifts in expectations, the demand is growing for internal communicators to provide unique perspectives and skills to help employees and employers be successful.

**The Employee Communications Section** is made up of more than 550 internal communications practitioners. This group of industry professionals understands that the world of employee communications is changing rapidly, particularly as technology and social media have given individual employees the ability to make a difference and directly impact an organization's reputation and brand.

The Employee Communications Section practitioners understand and can relate to your workplace issues and are eager to share ideas and solutions. Through in-person and virtual networking opportunities, an online community, newsletters and other resources, the Section helps practitioners address challenges and develop the skills and solutions you need to have real impact within your organization.

Pick up any copy of Inc., Fortune or HBR and nearly every issue has an article about the importance of workplace culture, which directly ties to internal communications and employee engagement. As organizations see the correlation between how their employees act and feel and the company's safety numbers, employee turnover and ultimately profitability, they will continue to place emphasis and resources on internal audiences.

The Employee Communications Section offers opportunities to connect with practitioners who understand the issues and are willing to share solutions. Through in-person and virtual networking opportunities, newsletters and other resources, this Section helps practitioners develop public relations and management skills directly related to their professional environment.