

# WORLD FUTURE SOCIETY

**Sam Del Brocco:**  
**The Communications Conundrum--**  
**Reaching an Audience in**  
**An Age of Information Overload**

**Thursday, October 16, 2003, 6:00 PM**

Tenleytown Room, Embassy Suites Hotel,  
 Chevy Chase Pavilion, Friendship Heights, Washington, D.C.

6:00 p.m.	Cash bar reception	4300 Military Rd., Washington, DC
6:45	Buffet Dinner	Building above Friendship Heights
7:45	Presentation	Metro stop on the Red line
-9:00	Q&A	Parking: Garage, limited street avail.

Technology has provided us with ways to deliver immense volumes of information. Some experts estimate that the amount of communication reaching the average person increases 2% per month -- doubling every three years -- and the trend shows little sign of abating. The paradoxical result? The more information we receive, the more difficult it becomes to filter, absorb, and process it. This is more than an idle complaint -- marketers must still reach their customers, associations must still reach their members, corporations must still reach their employees, and government leaders must still reach their public. So the focus for communicators must shift -- from how to how well.

Sam Del Brocco, President & CEO of PCI Communications, Inc., is a thought leader on creative communications and a technology skeptic. In an entertaining and interactive presentation, Mr. Del Brocco will cover questions such as: What are the age-old fundamentals of effective communication, and how do they apply in a wired world? How will technologies like the Internet, e-mail, wireless phones, video, interactive media, and even print graphics adapt themselves to the human brain's finite ability to receive communication? How can today's leaders make sure their critical messages are cutting through?

Reservations (cancelable before deadline without charge) by Thursday, October 9, 2003, to:  
 WFS, c/o Kenneth W. Harris, 5416 Newington Road, Bethesda, Md., 20816, 301-657-3731,  
 harriskw@erols.com. Or, fax credit-card-charged reservations to Ken at 301-657-3872.

Check enclosed, please reserve: \_\_\_\_\_ places \_\_\_\_\_ \$29 (Chapter member)  
 \_\_\_\_\_ places \_\_\_\_\_ \$32 (non-Chapter member)

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Name \_\_\_\_\_  
 Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Phone (Work) \_\_\_\_\_ (Home) \_\_\_\_\_