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Communicators Listen and Learn from Industry Experts at IMC Connect!

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Communicators Listen and Learn from Industry Experts at IMC Connect!

Students get advice from professionals and researchers during inaugural conference

APRIL 4, 2022 BY MICHAEL TAPLIN

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Communication professionals from both industry and higher education share 'tips of the trade' with students and staff of the UM School of Journalism and New Media during IMC Connect! 2022. Photo by Michael Taplin/ University Marketing and Communications

OXFORD, Miss. – Several industry leaders and academic researchers networked with **University of Mississippi** students, faculty and staff and sparked conversation on a number of topics at IMC Connect! 2022, an inaugural conference hosted by the **School of Journalism and New Media**.

Organized by students in an event-planning course in the integrated marketing communications master's program, the March 31-April 1 conference included workshops designed to improve the school's IMC curriculum, sessions for attendees to network with invited professionals and discussion panels with representatives from leading household brands.

"This is a great networking event for students interested in IMC," said Abigail Nichols, second-year graduate student and event planner of IMC Connect! 2022. "It is always nice to hear from leaders about topics related to IMC and collaborate with my classmates to host this event."

Discussion topics included social media and data analytics, crisis communication, the role of advocacy and social justice in public relations and brand strategies.

The purpose of this experience was to not only provide a space for members of the Ole Miss community to network with IMC practitioners, but also to offer attendees insight on topics of student interest, said Amanda Bradshaw, co-chair of IMC Connect! and an assistant professor of IMC.

"The event sought to bridge the disconnect between research and practice, and we had some of the foremost academic researchers in the world on campus."

Besides the panels and workshops, the new chapter of the **Public Relations Student Society of America** hosted a Q&A: Job Prep panel for students to learn tips of the trade.

"I really enjoyed this opportunity to hear about the employment process for IMC-related jobs," said Virginia White, a sophomore IMC major and PRSSA member. "Although I am almost halfway finished with my degree, it is still neat to learn from the PR leaders on how I can prepare for a career once I graduate."



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Campus Briefs

Civil Engineering Professor Receives Most-Cited Paper Award

OXFORD, Miss. – Peer recognition is a rewarding experience for anyone, but University of Mississippi researcher Amir Mehrara Molan was elated when an article he co-authored recently received the Most Cited Paper Award at the 102nd Transportation Research Board meeting in the nation's capital. The International Journal of Transportation Science and Technology presented the civil engineering

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Young Alumna Gives Back to School of Accountancy

OXFORD, Miss. – Stephanie Jennings Teague, of Chicago, sees her commitment of \$100,000 to the Patterson School of Accountancy's new building at the University of Mississippi as a means of saying "thank you." "It is a way to show a small token of my appreciation to Ole Miss, the faculty and staff, and the accounting

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Ole Miss In the News

Reuters: Keep an Eye on the Money Supply

U.S. inflation roller coaster prompts fresh look at long-ignored money supply By Michael S. Derby NEW YORK – The amount of money sloshing around the U.S. economy shrank last year for the first time on record, a development that some economists believe bolsters the case for U.S. inflation pressures continuing to

The panelists offered words of advice with answers to qualifications behind strong job candidates, balancing time-management and critical skills needed to compete within the job market.

"Speak up. Don't be afraid to be in the game," said Jenny Robertson, senior vice president of integrated marketing and communications at FedEx Services.

"Create a culture where you care about the people you work for and who you work with," said Renee Malone, president and founding partner of KQ Communications.

Organizations involved in the two-day event included Home Depot, Chick-fil-A, Carnival Cruise Line, FedEx Services, KQ Communications, Texas A&M University and the universities of Alabama, Florida and South Carolina.

To learn more about the IMC Connect! 2022, [click here](#) or contact event co-chairs Amanda Bradshaw at asbrads1@olemiss.edu or Robert Magee at rgmagee@olemiss.edu.



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Panelists Jenny Robertson (left) and Amy Rosenberg share their insights on social media efforts within their companies during a panel discussion at IMC Connect! 2022. Photo by Michael Taplin/University Marketing and Communications

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