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IMC Connect! to Bring Industry Experts to Campus

Staff Report

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IMC Connect! to Bring Industry Experts to Campus

Event offers opportunities to network and learn from leading professionals

MARCH 27, 2022 BY [STAFF REPORT](#)

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The School of Journalism and New Media is hosting its inaugural IMC Connect!: A Roundtable Experience, which brings some of the nation's top communications executives and leading researchers to campus, this week. Photo by Kevin Bain/Ole Miss Digital Imaging Services

OXFORD, Miss. – The [University of Mississippi School of Journalism and New Media](#) welcomes some of the nation's top communications executives and leading researchers to campus this week for the inaugural IMC Connect!: A Roundtable Experience.

The conference is set for Thursday and Friday (March 31-April 1). Sessions will be in the Overby Center auditorium and at The Inn at Ole Miss.

"The purpose of this event is to foster connections and collaborations among multiple stakeholders, including integrated marketing communications practitioners, academic researchers, faculty members and students," said Amanda Bradshaw, co-chair of IMC Connect! and an assistant professor of integrated marketing communications.

Speakers and panelists for the event include:

- Chris Chiames, chief communications officer, Carnival Cruise Line
- Stephen Holmes, vice president of corporate communications and external affairs, Home Depot
- Reade Tidwell, director of corporate communications, Chick-fil-A
- Jenny D. Robertson, senior vice president for integrated marketing and communications, FedEx Services
- Renee Malone, president and founding partner, KQ Communications
- Timothy Coombs, professor in the Department of Communication, Texas A&M University
- Rebecca Britt, associate professor in the College of Communication and Information Sciences, University of Alabama
- Candice Edrington, assistant professor in the School of Journalism and Mass Communications, University of South Carolina
- Debbie Treise, professor in the Department of Advertising, University of Florida, and executive director of the American Academy of Advertising

Throughout this roundtable experience, students, faculty and staff will have opportunities to network and participate in working sessions, including a discussion of the school's IMC curriculum and how to best prepare students for entering the job market.

To aid in these efforts, the UM Public Relations Student Society of America chapter will host a Q&A Job

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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

Prep Panel: The Connection Between Research and Practice on Thursday.

The following day, invited guests will gather at The Inn at Ole Miss for four panel sessions, which will include insights and knowledge on crisis communication, social media and big data analytics, advertising and building your brand, and the role of advocacy and social justice in public relations.

IMC Connect! 2022 is open to Ole Miss journalism and integrated marketing communication students and faculty. Students and faculty can register using the official **UM GivePulse platform**. Pre-registration is required, and participants must enter their UM login credentials to register.

Click here to learn more about the IMC Connect! 2022 agenda, or contact event co-chairs Amanda Bradshaw at asbrads1@olemiss.edu or Robert Magee at rgmagee@olemiss.edu.



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