IPATA Selects Keynote Speaker for International Conference

Madrid, Spain — The International Pet and Animal Transportation Association (IPATA) is excited to announce Jeff Tobe as its keynote speaker for the 2012 International Conference being held in Madrid, October 20-23. IPATA, the non-profit, worldwide trade association for professional pet shippers, will host its 36th Annual International Conference and bring hundreds of industry leaders together for the world’s largest gathering of pet shipping professionals.

Tobe, a certified speaking professional, will electrify attendees and get them more engaged at the work they do. Attendees will learn to ask the right questions to get clients and business partners more engaged and to ‘buy in’ to their ideas and how to avoid obstacles (such as generational and cultural) to communication.

Tobe will also explain the “Four Pillars of Engagement” curiosity, trust, accountability and communication. He will present how to use these techniques to overcome misunderstandings and reveal what top organizations in the world are doing to ensure engagement at work.

“We are excited for Jeff’s presentation and hope that all conference attendees walk away motivated and engaged,” says Sally Smith, IPATA President. “The IPATA International Conference provides networking and educational opportunities for those pet shipping professionals who wish to enhance their knowledge and develop leadership skills.”

For more information on the IPATA International Conference, please click here. Register by September 15 for early bird rates. Hundreds of animal handlers, pet moving providers, kennel operators, airline representatives and veterinarians are expected to attend. The IPATA Conference provides extensive networking opportunities with the true leaders/decision makers in the industry, as well as educational workshops and social activities.

About IPATA

The International Pet and Animal Transportation Association, Inc. (IPATA) is a non-profit, worldwide trade association for animal handlers, pet moving providers, kennel operators, veterinarians and others who are dedicated to the care and welfare of pets and animals during transport. The organization was founded in 1979. It began with six founding members and now has more than 325 members in over 70 countries. IPATA serves its members, the pet transport industry, and the public at large. For more information, visit www.ipata.org.

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