



International Association
of Business Communicators



Stronger Together

2023-2024 IABC Annual Report



International Association
of Business Communicators

IABC connects communication professionals from around the world with the insights, resources and people they need to drive their careers and the profession forward.

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About IABC

The International Association of Business Communicators (IABC) is the only global association that connects you with the people and insights you need to drive business results.

Supporting communication at the heart of every organization, IABC provides the insights and tools needed to lean into the future of a changing profession and prepare for what's next, while driving business forward now.

Video Update from the Chair



Maliha Aqeel, PMP, SCMP, MC
International Executive Board Chair

Video Update from the Executive Director



Peter Finn
Executive Director

Finance and investments

In 2023, IABC was able to recover financial losses created by the Covid-19 pandemic and turbulent technology transitions. To ensure IABC's financial model is built for future growth, the Organizational Design Task Force 2.0 is recommending a new model that compliments the new governance structure.

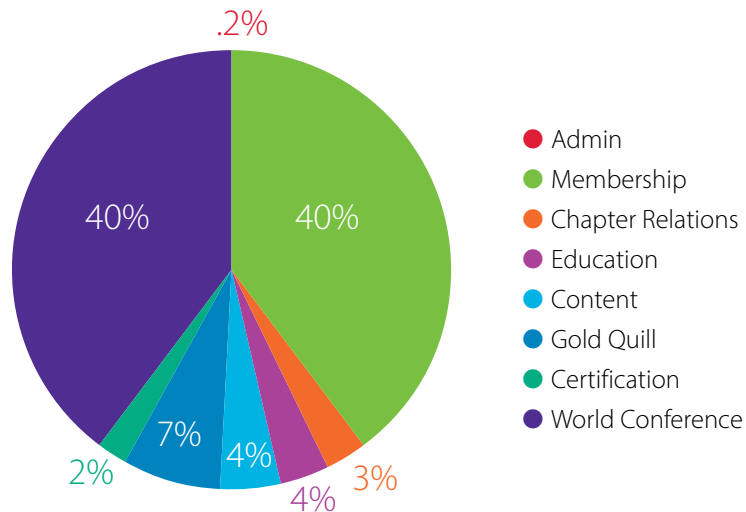
2023 Revenue by Program

Admin	4,603
Membership	1,161,116
Chapter Relations	91,265
Education	109,547
Content	126,921
Gold Quill	218,678
Certification	62,544
World Conference	1,160,673
Total Revenue	2,935,346

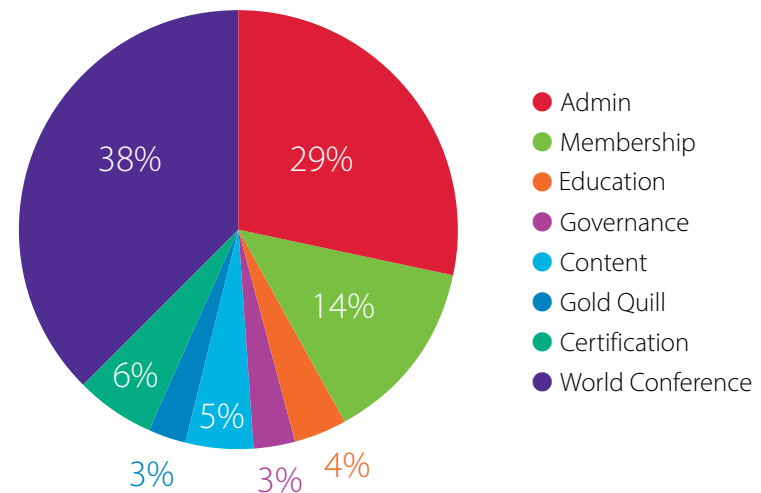
2023 Expenses by Program

Admin	721,696
Membership	346,807
Chapter Relations	0
Education	92,259
Governance	66,868
Content	116,496
Gold Quill	74,750
Certification	144,273
World Conference	968,509
Total Expenses	2,531,659

2023 Revenue



2023 Expenses



International Executive Board

IABC Leadership

The International Executive Board (IEB) is the governing body of IABC. It is accountable to the members and has supervision, control and direction of the affairs of the association. It actively pursues the association's purpose and determines its policy within the limits of the law, IABC Bylaws, and Articles of Incorporation. It sets the strategic direction for the association, upholds the IABC Code of Ethics for communication professionals, and supervises disbursement of the association's funds. The IEB, committees, regions and chapters work together to achieve our goals, while enhancing our reputation within the profession through better brand positioning and greater interaction with the broader communication profession.



Chair

Maliha Aqeel, PMP, SCMP, MC



Executive Director at Large

Julie Ludwig, ABC, SCMP



Director

Cyrus Mavalwala, ABC, MC



Vice Chair

Kamyar Naficy



Director

Anuja Kale Agarwal



Director

Wendy Snyder



Past Chair

Alain Legault, MA , SCMP



Director

John Harris



Director

Matt Tidwell Ph.D.



Treasurer/Secretary

Ann-Marie Blake, Chart.PR, MCIPR



Director

Ed Kamrin, SCMP



Director

Jonathan Tremblay, CMP

International Committees

IABC International Committees and Task Forces

IABC's international committees are a critical component of our governance structure. International committees and task forces help develop programs, represent members in decision-making and help further the goals of the board and the association at large. Serving on an IABC international committee is a wonderful opportunity to gain leadership experience, refine skills and work hands-on with leaders around the world.

Thank you to all those that served on an IABC international committee this year.

Board Committees

Audit and Risk Committee

Julie Ludwig, ABC, SCMP | Chair
Alexia Malamis | Staff Liaison
Nancy Arab, APR, ABC, FCPRS, CMP, SCMP
Mark Evans, SCMP
John Harris

Council of Regions

Kamyar Naficy | IABC Vice Chair
Paige Schafer | Staff Liaison
Kane Errol Choa | APAC
Camilla Osborne, SCMP | Africa
Richard Kies, ABC | Canada West
Marie Fitzpatrick, ABC | Canada East
Karen Matthews | EMENA
Jackiedra Wilson, SCMP | Heritage
Ellen Vander Linden, SCMP | Pacific Plains
Linda Wesley, CMP | Southern

Ethics Committee

Marlee Honcoop | Staff Liaison
Malar Ramalingam | Chair
Andrew Morrison, SCMP | Vice Chair
Jennifer Wah | Past Chair
Jesus Uranga, SCMP | Committee Member
Judy Dobbs | Committee Member
Simon Murphy | Committee Member

Finance Committee

Ann-Marie Blake, Chart.PR, MCIPR | IABC Treasurer and Finance Committee Chair
Alexia Malamis | Staff Liaison
Kamyar Naficy | IABC Vice Chair
Maliha Aqeel, PMP, SCMP, MC | IABC Chair
Cyrus Mavalwala, ABC, MC | IABC Board Director
Amanda Hamilton-Attwell ABC, CPRP, IABC Fellow | Africa Region Representative
Minsi Chung | APAC Region Representative
Michael Nord SCMP, MBA | EMENA Region Representative
Gloria Walker, ABC, FRSA, MPRCA, MCIPR | EMENA Region Representative
Jodi Tauber, BCom | Canada West Region Representative
Linda Andross, ABC, MC | Canada East Region Representative

Kay Lacoé | Pacific Plains Region Representative
Jackie Fajt, SCMP | Heritage Region Representative
Ashley Council | Southern Region Representative

Nominating Committee for International Committees

Maliha Aqeel SCMP | IEB Chair
Alain Legault, SCMP | IEB Past Chair
Amanda Hamilton-Attwell ABC, CPRP, IABC Fellow | Africa Region
Jyoti Khan, SCMP | APAC Region
Andrew Kaszowski | Canada East Region
Bart Goemans, SCMP | Canada West Region
Michael Nord, SCMP | EMENA Region
Jackie Fajt, SCMP | Heritage Region
Tammy Nienaber, SCMP | Pacific Plains Region
Mark Evans, SCMP | Southern Region

Nominating Committee for International Executive Board

Alain Legault, SCMP | IABC Past Chair
Matt Tidwell, Ph.D. | IEB Director
Kamyar Nafcy | IABC Vice Chair
Paige Schafer | Staff Liaison
Kane Errol Choa | APAC
Camilla Osborne, SCMP | Africa
Richard Kies, ABC | Canada West
Marie Fitzpatrick, ABC | Canada East
Karen Matthews | EMENA
Jackiedra Wilson, SCMP | Heritage
Ellen Vander Linden, SCMP | Pacific Plains
Linda Wesley, CMP | Southern

Programmatic Committees

Awards Committee

Sylvia Link, MC, ABC, APR | Chair
Anthea Cudworth, ABC | Vice Chair
Theomary Karamanis, PhD, SCMP, IABC Fellow | Past Chair
Paige Schafer | Staff Liaison
Pamala Proverbs, Ph.D. ABC, APR
Paula Bernardino, MCM, CSR-P, SCMP
Adrienne Jackson, ABC
Cynthia Schmieg, SCMP, IABC Fellow

Fellows Selection Committee

Martha Muzychka, ABC, MC, IABC Fellow | Chair
Jane Mitchell, FRSA, IABC Fellow | Vice Chair

Neil Griffiths, ABC, Chart.PR, IABC Fellow | Past Chair
Kara Laue | Staff Liaison
Alain Legault, SCMP | IEB Liaison
Rajeev Kumar, ABC, IABC Fellow
Sarah Andrews, CMP
Dianne Chase
Russell Grossman, DipPR, ABC, FRSA, FCIPR, FCIM, IABC Fellow

Global Communication Certification Council (GCCC)

Sharon Hunter, SCMP | Chair
Ginger Homan, ABC, SCMP, IABC Fellow | Vice Chair
Mark Evans, SCMP | Past Chair
Yenny Caceres | Staff Liaison
Peter Finn | IEB Liaison
Paula Bernardino, MCM, CSR-P, SCMP
Edward Dixon, SCMP
Bonnie Caver, SCMP

Membership Committee

Kamyar Nafcy | Chair
Wendy Snyder
Kaleigh Maclaren, CMP
Kristie King, SCMP
Monique Zytnik
Ross Monaghan
Wendy Thatcher, SCMP
Cynthia South
Deanna Biros
Yemi Adeyemi, FNIPR, CMC

Program Advisory Committee

Teresa Zumwald | Chair
Mark Evans, SCMP | Vice Chair
Beth Levine | Past Chair
Emily Uligian | Staff Liaison
Maliha Aqeel, PMP, SCMP, MC | IEB Liaison
Renee Wood | Member
Natalie Pastuszak | Member
Lauren Westbrook, CMP | Member
Arnab Roy Choudhury | Member
Gurminder Marwaha | Member
Wendy Snyder | Member
Mary Francis | Member
Kimberly George, SCMP | Member
Dierdra Yates, CMP | Evaluator
Olga Mikh | Evaluator
Justine Costigan | Evaluator
Marie Soleil-Pepin, MBA, SCMP | Evaluator
Daniel Paulling | Evaluator
Jill Hoven, SCMP | Evaluator
Elizabeth Sargis, MBA | Evaluator
Kari McLean, CPSO | Evaluator
Christal Austin | Evaluator
Lydia Peddicord | Evaluator
Chris Lee | Evaluator

Diversity, Equality and Inclusion Committee

Matisse Hamel-Nelis, ADS, CPACC | Chair
Timothy Chan | Vice Chair
Anuja Kale-Agarwale | Past Chair | IEB Liaison
Kara Laue | Staff Liaison
Nithi Suppiah
Dana Maxwell
Mischa Milne

Professional Development Committee

Donna Itzoe | Chair
Kelli Cargile Cook | Vice Chair
Kimberly George, SCMP | Past Chair
Kristen Frankiewicz | Staff Liaison
Peter Finn | IEB Liaison
Dan Walraven
Joe Bobbey
Shaniek Parks
Zameena Dadani, MPP
Nkem Emezie-Ejinima
Erin Baxter Melo
Kim Strickland
Anne-Marie Palmer-Ikuku
Justine Costigan

Task Forces

Foundation Grant Selection Task Force

Chris Saxby, SCMP | Chair
Kara Laue | Staff Liaison
Andre Oberholzer, SCMP
Karen Mericsko
Susannah Towne, SCMP
Valerie Picher

IABC Organizational Design Task Force Steering Committee

Alain Legault, SCMP | Chair
Brad Whitworth, ABC, SCMP, IABC Fellow
Danielle Bond, SCMP
Jordan Nagel, MBA
Amanda Atwell-Hamilton, ABC, CPRP, IABC Fellow
Gabrielle Loring
Ann-Marie Blake, Chart.PR, MCIPR
Michael Blackburn

Change Management Subcommittee

Jordan Nagel | Subcommittee Chair
Colin Hensley
Kim Strickland
Elsabee Coetzee
Amanda LeNeve, SCMP
Larand Lancaster
Mandy Gibson

Finance Subcommittee

Ann-Marie Blake, Chart.
PR, MCIPR | Subcommittee
Chair
Jodi Tauber, BCom
Samantha Raeyoub, MA, CMP
Yemi Adeyemi, FNIPR, CMC
Gloria Walker, ABC, FRSA, MPRCA, MCIPR

Governance Subcommittee

Jenni Field
Brandon Babcock
Jaye Bowers, BA
Jodie Lush
Tammy Nienaber, SCMP
Ginger Homan, ABC, SCMP, IABC Fellow
Wendy Thatcher, SCMP | Subcommittee Chair

Regions and Chapters

IABC Regions and Chapters

Chapters are the foundation of IABC, delivering member value through learning, leadership and relationships that help guide members through their most pressing challenges. Through workshops, conferences, shared interest groups (SIGs) and additional professional development programs, chapters provide communication professionals with access to local thought leaders, case studies and best practices, and resources that provide insight and solutions for the issues facing business communication professionals today. Chapters create opportunities for members to tap into local communication experts and get the insight that they need to drive business results and grow their career.



Africa Region

Chair: Camilla Osborne, SCMP
Past Chair: Amanda Hamilton-Attwell, ABC, CPRP, IABC Fellow
Vice Chair: Yemi Adeyemi, FNIPR, CMC



Asia Pacific (APAC) Region

Chair: Kane Choa
Past Chair: Jyoti Khan, SCMP
Vice Chair: Ross Monaghan

Chapters:

Aotearoa, Canberra, India, Indonesia, Japan, Malaysia, New South Wales, Philippines, Queensland, Victoria, Western Australia



Canada East Region

Chair: Marie Fitzpatrick, ABC
Vice Chair: Kaleigh Maclaren, CMP
Past Chair: Andrew Kaszowski, CMP

Chapters:

London, Maritime Canada, Newfoundland & Labrador, Ottawa, QC, Toronto, Waterloo



Canada West Region

Chair: Richard Kies, ABC
Vice Chair: Wendy Thatcher, SCMP
Past Chair: Bart Goemans, SCMP

Chapters:

British Columbia, Calgary, Edmonton, Manitoba, Regina, Saskatoon



**Europe/Middle East/ North Africa
(EMENA) Region**

Chair: Karen Matthews

Vice Chair: Monique Zytник

Past Chair: Michael Nord, MBA, SCMP

Chapters:

United Kingdom & Ireland (UK&I)



US – Heritage Region

Chair: Jackiedra Wilson, SCMP

Vice Chair: Deanna Biros

Past Chair: Jackie Fajt, SCMP

Chapters:

Columbus, DC Metro, Detroit, Greater
Cincinnati, Lynchburg, New York
Tristate, Philadelphia, Richmond



US – Pacific Plains Region

Chair: Ellen Vander Linden, SCMP

Vice Chair: Kristie King, SCMP

Past Chair: Tammy L. Nienaber,
SCMP

Chapters:

Bay Area, Chicago, Great Plains, Los
Angeles, Minnesota, San Diego,
Seattle, St. Louis



US – Southern Region

Chair: Linda Wesley, CMP

Vice Chair: Cynthia South

Past Chair: Jordan Nagel, MBA

Chapters:

Atlanta, Austin, Barbados, Brazos
Valley, Caribbean, Florida, Central
Oklahoma, Colorado, Dallas, Houston,
Kansas City, Nashville, North Carolina,
Phoenix, South Carolina, Trinidad and
Tobago, Tulsa, UT Austin

2023-2024 Accomplishments

In 2023, IABC was able to recover financial losses created by the Covid-19 pandemic and turbulent technology transitions. To ensure IABC's financial model is built for future growth, the Organizational Design Task Force 2.0 is recommending a new model that compliments the new governance structure.



IABC World Conference 2023 took place 3-7 June in Toronto and continued to grow post-pandemic, with a 12% increase in attendance! Attendees enjoyed professional learning and the opportunities to reconnect with their peers from around the globe.

IABC launched the Heads of Communication Shared Interest Group (SIG), designed specifically for those who serve in heads of communication roles. SIG members connect and collaborate with senior members of IABC who share similar experiences; gain insights from peers and leading guest speakers hand-picked to address their challenges; and access the latest on industry trends from a global perspective.

Strategic Plan 2025

Prior state or where we were

Our strategic plan, #IABC2025, has been our ambition since 2021. We have responded to the changes impacting our world and our profession.

Most recently, we have navigated the writ large challenges of the pandemic on the business of the association as well as the profession. Specific attention has placed on several trends highlighted in the #IABC2025 plan that continue to shape the current state and future of the profession: speed and evolution of communications for organizations; demographic changes; technological disruption; societal realignment and shifts; and rapidly evolving AI-driven technologies.

Over the last two years, IABC has embarked on a journey to fulfill the promise of being *Stronger Together*. IABC members and key volunteer leaders have provided important input on how we prepare the association for the future. The outcome has been the development of a new organizational governance blueprint for the association that will better align International, Regions and Chapters. The next several years, IABC will focus on bringing the outline of this new blueprint to life with more color and detail for our members.

Where we are

With #IABC2025 as a backdrop, the association continues to address global trends that have accelerated in recent years and impact our profession. Our membership has the ability to closely follow these trends and as a result, has a distinctive point of view on professional communications and how it adds value to their work and every industry.

Our members have access to a number of professional development opportunities, the ability to expand their network on a global scale, and build their career with the support of a dynamic community. Through the IABC community, we are able to make a positive impact in the world and the broader profession.

Our Why

In leadership surveys, qualitative discussions, and conversations within the Board and with staff, there was broad support for a purpose statement that included three elements:

- Highlighting the impact of our profession;
- Taking action, not merely providing words; and
- Tackling the challenges of our age, from local to global communities.

Our What

Professional communications at the heart of every organization.

Our How

We advance the profession, create connection and develop strategic communication professionals.

Our statement of "Why?" encapsulates that viewpoint:
Use the power of communication to deepen understanding, inspire action and transform our worlds.

Where we are going

Without #IABC2025 guiding the work of the International Executive Board (IEB), volunteers, and staff, none of this would be possible.

The association and our members are uniquely positioned to be the leading experts in the profession of business communications and deliver value across industries, with measurable steps along the journey.

As we approach 2025, the IEB initiates new strategic planning to build on the success of the #IABC2025.

How We Will Operate

#IABC2025

STRONGER TOGETHER

Through improved alignment between global, regional, and chapter structure and governance, the collective organization can take advantage of leading-edge digital systems and data management tools to integrate programming and content sharing. This allows IABC to shift from a member organization to a broader community with member benefits.

DIGITALLY TRANSFORMED

To increase value for members and the profession, IABC will transform its technology platforms and level of service at pace with current innovations, to more effectively connect and engage members.

DATA-DRIVEN

IABC must become a more data-driven organization. Access to high-quality and relevant data will allow us to better serve our members and other stakeholders with customized and personalized solutions.

How We Will Grow

#IABC2025

DELIVERING VALUE

For IABC to deliver on its purpose and deepen the impact of the communication profession and expertise of business communications, it is necessary to design and develop products and services that meet the professional needs of the IABC community.

CHAMPIONING OUR PROFESSION

In support of our members, customers, and profession, IABC must be a champion for the significance of our profession to business. We must differentiate between communication as a skill versus the profession that focuses on the Global Standard of the Communication Profession.

ADVANCING MY CAREER

IABC helps business communication professionals identify gaps and learning opportunities, develop their communication skills and capabilities, broaden their network, and build their confidence and credentials.

What Is in Store for IABC

In the coming year IABC will be focused on a number of initiatives borne out of the Stronger Together strategic plan. While not exhaustive, these initiatives include:

1. Fully realizing several recommendations from the yearlong work of the membership committee in adding more value and options for our members.
2. Publishing our Future of Work report in partnership USC Annenberg – and initiating more research efforts that can help advance the profession.
3. Hosting certificate programs in collaboration with several university partners that cover topics essential to different career paths within the profession.
4. Developing and launching a new recognition program for early professionals.



5. Launching a new website with better functionality for members – and community platform that can better facilitate online engagement.
6. Working with the regions in launching more short format conferences outside of World Conference.
7. Development of an advisory council with members of our Head of Communications shared interest group (SIG).
8. Implementing new governance changes that emphasize local and global communities and programmatic activities outlined by our Organizational Design taskforces.
9. Offering several new Master Classes that are designed for the vary career stages that are represented within our membership and wider community.

IABC Members

Corporate Members

An organization that supports their communication professionals elevates the standard of professional communication within their organization and benefits from improved organizational communication effectiveness—which impacts key strategic initiatives and drives business results. Please join us in recognizing our IABC Corporate and Group Members:

Credit Suisse	McCain
Blue Cross Blue Shield - Michigan	NRG Energy
Bristol Myers Squibb	PWC
Bupa	QVC
Burns & McDonnell	Royal Canadian Mounted Police
Comcast	Walmart
EPCOR Utilities	
Harris Health	

IABC Sustaining Members

We thank these members of the IABC community for their generosity in becoming Sustaining Members! Sustaining membership offers the opportunity to advance the profession and strengthen our community by becoming a Sustaining Member of IABC.

Emily Airey	Simon Monger, SCMP
Maliha Aqeel, PMP, SCMP, MC	A Morrison, SCMP, ABC
Zora Artis, GAICD, SCMP, IABC Fellow	Lesley Nielsen-Bjerke, APR, BA
Mairi Barton, SCMP	Paul Omodt, SCMP
Danielle Bond, SCMP	Sia Papageorgiou, FRSA, SCMP
Rebecca Cahn	Chad Peters, SCMP
Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP	Kris Pugsley, MBA
Kimberly George, SCMP	Sadie Tory
Neil Griffiths, ABC, Chart.PR, IABC Fellow	Jesus Uranga, SCMP
Donna Itzoe	Ryan Williams, M.A., ABC, MC
Ed Kamrin, SCMP	Victor Zalakos, SCMP
Saul Lewis	



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