

#IABC25

# STRONGER TOGETHER

We studied trends...  
Surveyed global comms pros...  
Worked with IABC leaders...  
The result is a new path for IABC...

A new purpose to guide us...

Use the power of communication to deepen understanding,  
inspire action and transform our worlds.

A new vision to embolden us...

Professional communication at the heart  
of every organization.

And a new approach to empower us...

How we will operate...

Stronger  
together

Digitally  
transformed

Data-driven

How we will grow...

Delivering  
value

Championing  
our profession

Advancing  
my career

*“We will set up our members and the broader profession for greater success and a positive impact in the world.*

*To do this, we must have strategic alignment between International, Regions, and Chapters.*

*We need to co-create our future.”*

Danielle Bond, SCMP, IABC IEB Chair