

2021-2022 IABC ANNUAL REPORT

# Stronger Together



International Association  
of Business Communicators

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





## 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.



# Update from the Chair

“**Stronger Together**” is the name of our strategic plan, but it’s more than just a catch phrase. The words describe both what we are and what we aspire to be. Together, we can shape the future of IABC, knowing that what got us here may not get us to where we need to go.

The last year has been challenging for individuals, institutions, and the world. Our global community has never been more connected, yet our traditional business model and revenue streams are under immense pressure.

For IABC, the pandemic arrived just as we were completing the transition of our management to an association management company, Smithbucklin. This year we launched our #IABC2025 strategic plan to provide a framework to reset and reframe ‘what’s next’. We have made progress as you will see throughout this report, but we continue to face substantial pressures and will need to take strong measures to prepare for the future, especially in the way we govern ourselves (more on that in a moment).

However, as we confront our future, we should also recognize what we accomplished this year. On matters as global as the invasion of Ukraine and as local as helping professionals submit Gold Quill Award entries, IABC stood up for progress. Our success was possible only because of the diverse and dispersed volunteer leaders and members. Hundreds of people, in cities around the globe, gave generously of their time and talent to push the organization forward. All that we produced over the last year, together, is a testament to your – OUR – efforts.

- We are hosting our first in-person World Conference since 2019, in New York City.
- We launched the **Career Assessment tool** to aid individuals and teams in their professional development.



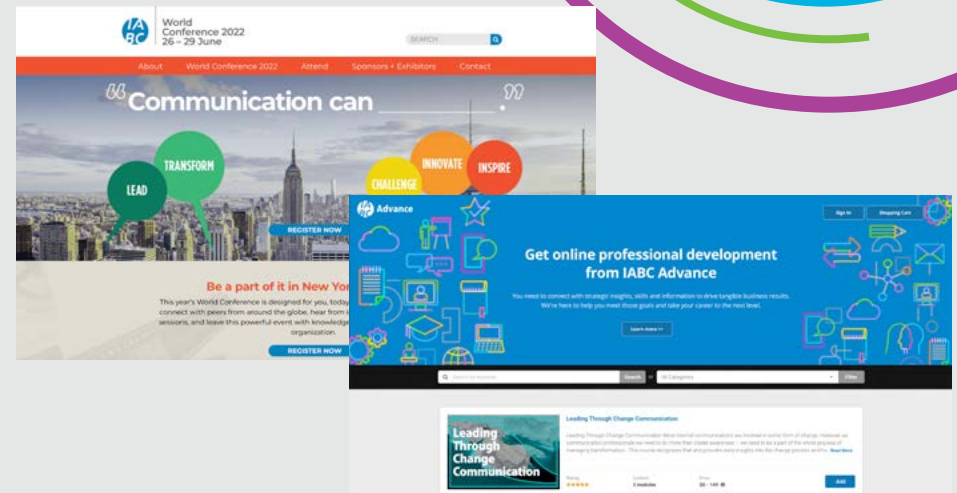
- We received **ISO accreditation** for the Strategic Communication Management Professional certification program.
- We published the **IABC Guide for Practical Business Communication**.
- We instituted a new **technology platform** to make it easier to renew membership, allow individuals to join multiple chapters, and enable corporate organizations to join more quickly.
- We unlocked the power of our international network with the creation of **Shared Interest Groups** (healthcare, student, change management, education and consultants)

- We produced **PodCatalyst**, hosted by Executive Director Peter Finn, attracting high-profile guests from every corner of the communication world including a senior editor at CNN and the executive director of the Page Society.
- We hosted **hundreds of online and in person learning and networking events** around the world.
- We introduced a **range of global membership types** that increase choice and value and attract student and early career members.

Now, along with these and many other successes, we face significant challenges. Just as the world is changing, IABC must also evolve. It is imperative that we are unified in our commitment to stabilize the organization. In particular, we need to re-examine how we organize ourselves. As described below – and as detailed more fully in Peter’s note – I recently appointed the **“Organization Structure & Governance Model Taskforce”**. We need an efficient, effective organization model to deliver the best value to members and non-members. My deep thanks – OUR deep thanks – to the other members of the task force: Jennifer Andrewes; Paula Bernardino, MCM, CSR-P, SCMP; Ginger Homan, ABC, SCMP; Michael Nord, SCMP, MBA; Jacob R. Robinson, PRINCE2, CAPM; Michael Shepherd; Brad Whitworth, SCMP, IABC Fellow and Anisu K Verghese, Ph.D

I’ll close where I began: we have the power to **create the new IABC**. Uncertainty is often framed as wholly negative and there is no doubt that the last few years have been hugely challenging. Yet periods of uncertainty can provide great clarity on what’s important. For organizations, it can be a great time to grow and we need to take advantage of that opportunity.

It’s been my deepest honor to be your Chair and to work alongside a talented and committed International Executive Board and network of volunteer leaders around the world.



I’d like to acknowledge and thank our outgoing board members Bonnie Caver and Derrick Rozdeba. Thank you for your contribution to IABC and to our profession. It has been a pleasure to work alongside you. I’d also like to thank our Executive Director, Peter Finn and our staff for your hard work and commitment throughout this year.

I am so proud of our profession and the work you – WE - do every day to use the power of communication to deepen understanding and inspire action. Through our strong global voice, we are shaping future thinking on how strategic communication advances business and organizational success. Through our personal networks we are helping each other thrive and be the very best we can be in our roles.

Best wishes

**Danielle Bond, SCMP**

*International Executive Board Chair*

# Update from the Executive Director

In the Chair's Update on the previous page, Danielle described many of IABC's specific accomplishments over the past year. We made significant progress on every element of our strategic plan and continue to reposition and refine our offerings.

Our continued success, however, rests on a fundamental question: **How will IABC organize and govern itself?** This is a timely question for governments, institutions and communities around the world. The last several years have been a time of turmoil and disruption, and all organizations must adapt. Our current governance model – at the chapter, region and international levels – can be confusing to new members, frustrating to volunteer leaders and inefficient for the organization.

Our **Organization Structure & Governance Model Taskforce** is helping IABC address this vital challenge. To ensure organizational unity, we want to provide some context for the Taskforce's work and the road ahead.

Across the landscape, associations have faced difficulties. The reduction of in-person gatherings, economic uncertainty, and the on-going pandemic are still being felt. Over the last year, staff and volunteers at IABC have seen reasons for optimism: IABC has reduced expenses while maintaining the same benefit level; Organizations are setting aside more discretionary budget for association memberships; and macro shifts in the workforce favor associations as people look for new networks and job opportunities.

To take full advantage of these opportunities, IABC needs to create more opportunities and efficiencies. We are focused on three priorities:



**Shifting from a member organization to a broader community, with member benefits.** We want to create flexibility and choice, rather than a one-size-fits-all approach. That entails making it easier for members – and non-members! – to be part of our community, utilizing the programs and services they need. We also are increasing engagement across geographies through Shared Interest Groups (SIG). We currently have SIGs for healthcare, student/



early career, education, change management and consultants, and a DEI group is being developed.

**Redesigning the association's governance structure, to reduce the complexity and administrative burden of the current model.**

Our goal is to streamline processes to remove redundant efforts and provide more consistency to the member experience – especially for members at-large. This will require us to align bylaws, policies, affiliate agreements and procedures.

**Expanding members' and non-members' global network and community.** Over the past year we have rebuilt our corporate membership and strategic partnerships, building relationships with Ragan Communications, Global Alliance for Public Relations and Communication Management and European Association of Communication Directors, among many others. We will continue to host products and services that build professional confidence and credentials for communication professionals across the world and ensure they are accessible to the IABC community

The value of being part of the IABC community – its programs, relationships, insights and services – can be summed up succinctly: **Specific benefits, intangible rewards.**

The benefits include connections at the local and global level; access to thought-leadership; career development resources; and leadership opportunities.

In addition to specific benefits, communication professionals receive intangible rewards from a community of like-minded peers; the chance to make friends; to



diversify perspectives and challenge the status quo; to collaborate on a local project or a global initiative; to share ideas and advance the profession.

This combination of detailed benefits and unquantifiable rewards has been at the foundation of IABC for over 50 years, serving tens of thousands of current and former members. We hope you will take part in creating IABC's future!

**Peter Finn**

*Executive Director*



# Finance and investments

Note: Budgeted revenue and expenses are unaudited.

## 2021 Revenue by Program

Admin	10,894
Membership	1,335,574
Education	141,456
Content	105,698
Gold Quill	276,700
Certification	101,383
Leadership Institute	14,741
World Conference	552,922
<b>Total Revenue</b>	<b>2,539,368</b>

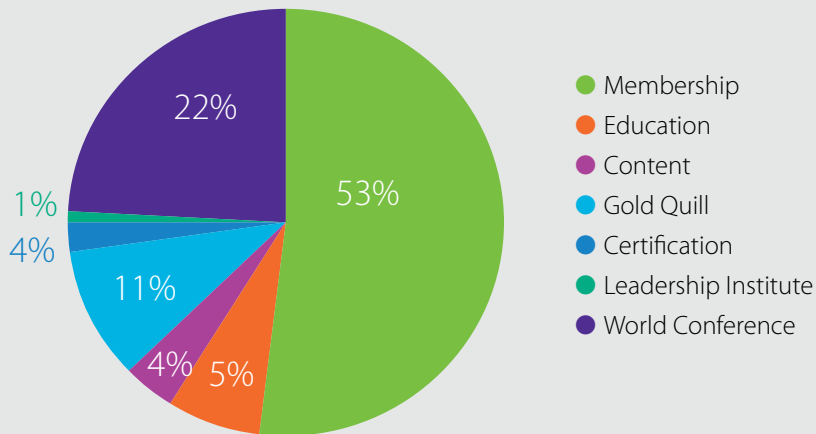
## 2021 Expenses by Program

Admin	936,644
Membership	478,159
Chapter Relations	118,608
Education	137,836
Governance	36,359
Marketing & Communications	88,764
Content	147,733
Gold Quill	141,146
Certification	152,992
Leadership Institute	48,248
World Conference	531,178

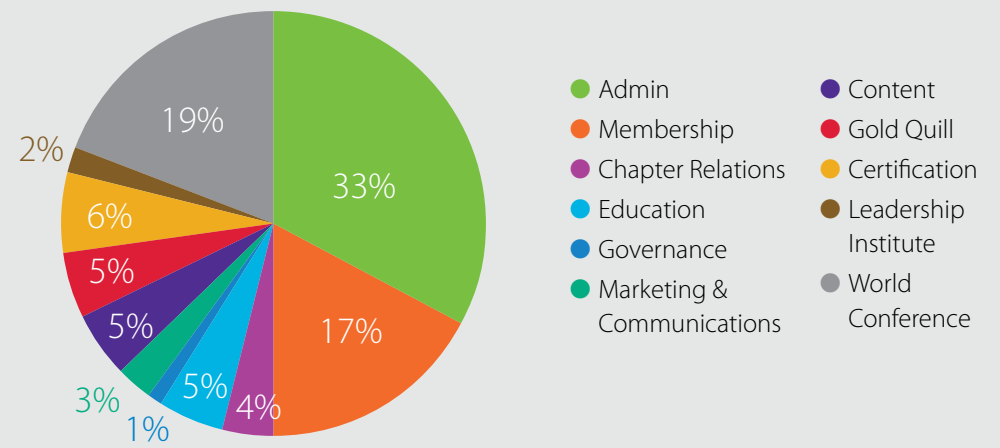
## Other Expenses

Foundation	15,975
<b>Total Expenses</b>	<b>2,833,642</b>

## 2021 Revenue



## 2021 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*

**Danielle Bond, SCMP**



### *Executive Director at Large*

**Julie Ludwig, ABC, SCMP**



### *Director*

**Derrick Rozdeba**



### *Vice Chair*

**Alain Legault, MA, SCMP**



### *Director*

**Ann-Marie Blake, Chart.PR**



### *Director*

**K. Dawn Rutledge, Ed.D.**



### *Past Chair*

**Bonnie Caver**



### *Director*

**Ed Kamrin, SCMP**



### *Director*

**Wendy Snyder**



### *Treasurer/Secretary*

**Maliha Aqeel, PMP, SCMP, MC**



### *Director*

**Katie Macaulay**



### *Director*

**Jonathan Tremblay, CMP**

# International Committees

## IABC International Committees

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 also 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 - Senior Finance Manager | Staff Liaison  
Andrew Morrison, ABC, SCMP  
Michelle Press  
Jonathan Tremblay, CMP

### Council of Regions

Alain Legault, MA, SCMP | Chair  
Micayla Felicion-Davin - Chapter Relations Manager | Staff Liaison  
Paula Bernardino, SCMP  
Josephine Eyre  
Dr. Kendi Guantai  
John Harris  
Sue Heuman, ABC, MC, IABC Fellow  
James Howe  
Krista Rausch  
Sebastian Warren, SCMP

### Ethics Committee

Nancy Arab, APR, ABC, FCPRS, CMP, SCMP | Chair  
Bent Sorensen | Past Chair  
Jennifer Wah, ABC, MC, SCMP, IABC Fellow | Vice Chair  
Marlee Honcoop, Membership and Operations Manager | Staff Liaison  
Julie Ludwig, ABC, SCMP | IEB Liaison  
Ginger Homan, ABC, SCMP  
Malar Ramalingham  
Lavern Reid, ABC

### Finance Committee

Maliha Aqeel, PMP, SCMP | Chair  
Alexia Malamis - Senior Finance Manager | Staff Liaison  
Ann-Marie Blake, Chart.PR, MCIPR  
Danielle Bond, SCMP  
Ed Kamrin, SCMP  
Alain Legault, MA, SCMP  
David MacDonald  
Lynne Olver

### Nominating Committee for International Committees

Bonnie Caver | Chair  
Micayla Felicion-Davin - Chapter Relations Manager | Staff Liaison  
Alain Legault, MA, SCMP  
Danielle Bond, SCMP  
Carol Allers, ABC  
Kristy Christie, SCMP  
K. Dawn Rutledge, Ed.D.  
Sherrilynne Starkie  
Will Tigley  
Ana Ximenes  
Alexandra Hichel  
Michael Shepherd  
David MacDonald

### **Nominating Committee for International Executive Board**

Bonnie Caver | Chair  
Micayla Felicion-Davin - Chapter Relations Manager | Staff Liaison  
Alain Legault, MA, SCMP  
Danielle Bond, SCMP  
Paula Bernardino, SCMP  
Josephine Eyre  
Sue Heuman, ABC, MC  
James Howe  
Michael Nord, SCMP  
Krista Rausch  
K. Dawn Rutledge, Ed.D.  
Sebastian Warren, SCMP  
John Harris

### **Programmatic Committees**

#### **Awards Committee**

Maureen Healey, ABC, CAE | Chair  
Theomary Karamanis, Ph.D., SCMP | Vice Chair  
Ritzi Villarico-Ronquillo, APR, IABC Fellow | Past Chair  
Paige Schafer - Membership and Operations Coordinator | Staff Liaison  
Wendy Snyder | IEB Liaison  
Rauf Hameed  
Sylvia Link, MC, ABC, APR  
Jeffrey Ory, ABC, APR

#### **Fellows Committee**

Alice Brink, ABC, IABC Fellow | Chair  
Neil Griffiths, ABC, Chart.PR, IABC Fellow | Vice Chair  
Dr. Amanda Hamilton-Attwell, ABC, IABC Fellow | Past Chair  
Bonnie Caver | IEB Liaison  
Kara Laue - Staff Liason  
Kristy Christie, SCMP  
Adrian Cropley, ABC, SCMP, OAM, FRSA, IABC Fellow  
Glenda Holmes, CAE, ABC  
Martha Muzychka, ABC, MC, IABC Fellow

#### **Global Communication Certification Council (GCCC)**

Sia Papageorgiou, FRSA, SCMP | Chair  
Mark Evans, SCMP | Vice Chair  
Brad Whitworth, ABC, SCMP, IABC Fellow | Past Chair  
Yenny Caceres | Staff Liason  
Jonathan Tremblay, CMP | IEB Liaison  
Michael Cabot  
Virginia Chi, MA, SCMP  
Gihan Hyde  
Benoit Laplante, SCMP  
Nekolina Lau, SCMP

#### **Program Advisory Committee**

Zora Artis, GAICD, SCMP, IABC Fellow | Chair  
Beth Levine | Vice Chair  
Jane Mitchell, FRSA, IABC Fellow | Past Chair  
Laura Penning - Event Manager | Staff Liaison

Danielle Bond, SCMP | IEB Liaison  
Angela Anderson Blunt  
Michael Blackburn  
Maria Constantinescu  
Brigitte Fontaine  
Tamara Gale  
Leslie Hanna  
Tim Hart  
Donna Itzoe  
Kalay Maistry  
Karen Matthews  
Charlotte Osman  
Anne-Marie Palmer-Ikuku  
Allamsetty Bhanu Prakash  
Lisa Slappy  
Genma Stringer Holmes  
Kazuko Suzuki Kotaki  
Pete Ternes  
Mekala Wickramasinghe  
Peter Yorke  
Teresa Zumwald

#### **Diversity, Equality, and Inclusion Committee**

Gabrielle Loring | Chair  
Anuja Kale-Agarwal | Vice Chair  
Neil Griffiths, ABC, Chart.PR, IABC Fellow | Past Chair  
Kara Laue | Staff Liaison  
Dr. K. Dawn Rutledge, Ed.D. | IEB Liaison  
Jennifer Allen Woodruff  
Sukanya Chakraborty, SCMP  
Nadia Ruben  
M. Sue Settell, SCMP

#### **Trend Watch Committee**

Joanne Henry, SCMP | Chair  
Tammy Korgie | Vice Chair  
Kristin Frankiewicz - Content Manager | Staff Liaison  
Katie Macaulay | IEB Liaison  
Joe Bobbey  
Stephen Forshaw  
Donna Itzoe  
Anne Marie Palmer-Ikuku  
Shaniek Parks  
Dan Walraven  
Peter Yorke

#### **Professional Development Committee**

Ann Krzmarzick | Chair  
Kimberly George, ABC, SCMP | Vice Chair  
Erin Hlavacek - Education and Learning Services Manager  
| Staff Liaison  
Wendy Snyder | IEB Liaison  
Kelli Cook  
Catherine Ducharme, ACC, CLC  
Irene Dube  
Nkem Emezie-Ejinima  
Adam Fuss, SCMP  
Catalina Gardescu

#### **Leadership Institute Program Advisory Committee**

Micayla Felicion-Davin - Chapter Relations Manager |  
Staff Liaison  
Alain Legault | LI PAC Chair  
Bart Goemans, SCMP  
Andrew Kaszowski, CMP  
Katherine Loftus, SCMP  
Jackie Fajt  
Karen Matthews  
Jordan Nagel  
Tammy Nienaber, SCMP

#### **Task Forces/Short- Term Committees**

##### **Foundation Grant Selection Task Force**

Sarah Andrews, CMP | Chair  
Paige Schafer - Membership and  
Operations Coordinator | Staff Liaison  
Ann-Marie Blake, Chart.PR, MCIPR | IEB Liaison  
Lisa Abbott  
Michael Nord, SCMP  
Kari McLean  
Chris Saxby

# 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: Josephine (Jo) Eyre

Past Chair: Carol Allers, ABC, APR



### Asia Pacific (APAC) Region

Chair: James Howe

Vice Chair: Katherine Loftus, SCMP

Past Chair: Kristy Christie, SCMP

#### Chapters:

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



### Canada East Region

Chair: Paula Bernardino, SCMP

Vice Chair: Andrew Kaszowski, CMP

Past Chair: Sherrilynne Starkie

#### Chapters:

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



### Canada West Region

Chair: Sue Heuman, ABC, MC, IABC Fellow

Vice Chair: Bart Goemans, SCMP, CAAP

Past Chair: Will Tigley

#### Chapters:

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



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

Chair: Dr. Kendi Guantai, EMENA  
Vice Chair: Monique Zytник  
Past Chair: Ana Ximenes

**Chapters:**

United Kingdom & Ireland (UK&I)



**US – Heritage Region**

Chair: Sebastian Warren, SCMP  
Vice Chair: Jackie Fajt  
Past Chair: Alexandra Hichel

**Chapters:**

Boston, Columbus, DC Metro, Detroit, Greater Cincinnati, Lehigh Valley, Lynchburg, New York Tristate, Philadelphia, Pittsburgh, Richmond



**US – Pacific Plains Region**

Chair: Krista Rausch  
Vice Chair: Tammy Nienaber, SCMP  
Past Chair: Michael Shepherd

**Chapters:**

Chicago, Great Plains, Los Angeles, Minnesota, Orange County, Oregon Columbia, San Diego, San Francisco, Seattle, St. Louis



**US – Southern Region**

Chair: John Harris  
Vice Chair: Jordan Nagel, MBA  
Past Chair: David MacDonald, MA

**Chapters:**

Atlanta, Austin, Barbados, Brazos Valley, Caribbean, Central Florida, Central Oklahoma, Charlotte, Colorado, Dallas, Houston, Jacksonville, Kansas City, Nashville, NC Triangle, Phoenix, South Carolina, Tampa Bay, Topeka, Trinidad and Tobago, Tulsa

# Stronger Together



Faced with the challenge of **recruiting and retaining members** without the ability to plan for in-person events, **IABC Edmonton** devoted resources in three areas: Understanding Membership, Reimagining Programming, and Communicating with Communicators. Each of the senior board members met with their portfolio teams to cascade these broad goals to specific actions within their mandate. During a very difficult year, the chapter grew almost 4% and response to the membership survey was positive. Chapter leadership attributes the success to personalized communication, understanding why individuals wanted to be part of IABC, and offering both intra- and inter-chapter programming.

**IABC Ottawa** focused on chapter innovation, developing **tools and programs to deliver member value in ways that can be applied around the globe**. IABC Ottawa set and achieved goals around its podcast, leadership training and mental health awareness. During the pandemic, the podcast focused on practical topics to equip the community with tools around running a chapter, setting career goals, and hiring advice for early career professionals. The board also provided leadership coaching, once-a-month from a trained coach. The chapter curated mental health resources, including a guide that was distributed across the IABC member newsletter, featured regularly throughout the year, and via social media. The chapter also held **two virtual volunteer appreciation events** that took place online and incentivized volunteers to address their Zoom fatigue.

For IABC, 'Stronger Together' can mean **partnering with other organizations to drive success**. **IABC Canberra (Australia)** is in a market dominated by government-related organizations, including industry associations, advocacy groups, and the professional firms that service them. Chapter members identified a strong desire to increase engagement with Indigenous Australians and created a panel event to bring together a diverse range of Indigenous communication perspectives and insights. The panel conducted a knowledge-sharing session on the challenges of communicating authentically to Indigenous audiences in a variety of environments (crisis, informative, educational). Partnering with a local Institute, the event attracted over 120 communications professionals from across Canberra's public and private sectors and included the Government Minister for Indigenous Australians' pre-recorded message and a traditional Welcome to Country by local Indigenous elder.

# Stronger Together (cont'd)

**IABC London** wanted to replicate some of the **best practices in financial management** used across the network. In previous years, the focus had been on ensuring a balanced budget for the chapter. However, during the most recent period, they forecast an uncertain year. To ensure the chapter's financial health, members set revenue targets that felt achievable and reviewed all expense projections carefully.

The budget was prepared by the chapter President in consultation with the Executive Committee and operations focused on three areas:

- Monitoring
  - Monthly finance reports were presented at board meetings, providing an overview of revenue and expenses to date (actual vs. budget) and current bank account balances.
- Training
  - Reviewing the chapter's financial policy and procedures is a key part of the annual board orientation. Each summer, directors and volunteers are invited to a retreat where they review the successes of the previous year, make plans for the upcoming year, and collaboratively set expectations.
- Transparency
  - Each year, the chapter holds an annual general meeting (AGM) where the previous year's finances are reported to the general membership for their review and approval.

As a result of these actions, the chapter concluded the year with a surplus and a tested system for future financial planning.

**IABC New South Wales (Australia)** aligned activities to **IABC's global strategy**, aiming to enhance the professional credibility of members through a new mentoring program. Members launched an initiative allowing individuals to network in their own time, at their own pace, with peers at a similar career stage. Instead of traditional one-to-one programming, the Mastermind Circles mentoring program was built from many years of insights into membership needs and preferences, and was carefully guided by the Chapter's Directors. The program turned into one of the most successful initiatives the NSW Chapter has ever seen.

At each session, Mastermind Circle members would take turns sharing their insights, ideas and experiences in an effort to learn from and lean on each other for inspiration and support as they sought to build their network and develop their career. The program became a key selling point in attracting new members, particularly corporates. Within a few months, major organizations including Transgrid, University of Sydney and Minter Ellison all signed up as small group members and joined the first round of the 2022 Mastermind Circles program.





# Strategic Plan 2025

## Stronger Together - IABC2025

As we look toward 2025, IABC is at a critical point. Our global community has never been more connected, yet our traditional business model and revenue streams are under immense pressure. In addition to the impact of the pandemic on every professional association, IABC is confronting global trends that have accelerated in recent years and continue to impact on our industry. Among these trends are: Speed and evolution in communications; Population growth and demographic change; Technological disruption; Societal realignment; New world order; and Digitalization: 4th Industrial revolution.

### Just as the world is changing, IABC must also evolve.

We need to be more flexible and agile. We need real time insights and knowledge about our members and the organizations we serve. Our value proposition needs to change.

### We must more effectively leverage our competitive advantage in the 'International' and the 'Business' of IABC.

We should have a distinctive point of view on professional communications and how it adds value to our clients (the organizations our members and our profession serve). In so doing, we will set up our members and the broader profession for greater success and a positive impact in the world.

Perhaps most importantly, we must have a strategic alignment between International, Regions and Chapters. We need to co-create our future. We need to reach and engage the next generation of volunteers and leaders with a compelling call to action.

If we take these steps and others, we will position the association as the leading experts in the profession of business communications, with measurable steps along the journey.

## 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.

**IABC2025 is our ambition. It is also our response to the changes impacting our world and our profession.**

**What energizes us is that it is in our hands to make this happen.**

# 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.



# IABC Champions

## Thank you to our IABC Champions!

Thank you to the following individuals that referred new members this past year for not only championing our profession but our organization!

Abby Wolfe	Deb Ganderton	Karushka Naicker	Paul Wickham
Alexandra Sebben	Denise Leech	Katharine Pierce	Rafael Dezordi
Allan Gates	Diana Quinton	Kathy Harrison Turner	Rebecca Shaffer
Allan Jenkins	Dilka Whish-Wilson	Katy Boychuk	Rebecca Witte
Alyssa Jackson	Elizabeth McCarthy	Kieran McCann	Rosemary Plorin
Amanda Swennes	Emily Judstra	Killara Ulm	Ross Abraham
Amber Nelson	Felicia Shiu	Kim Daynard	Sarah Harrison
Andrea Greenhous	Gaby Chapman	Lawson Cox	Shannon J. Kotylak
Angela Hunt	Gary Hernandez	Leanne Deighton	Sia Papageorgiou
Angie Leondedis	Sebastian Warren	Lydia Gallant	Steve Goodman
Anne Wickham	Ingrid Nienaber-Dickens	Lydia Tay	Subhamoy Das
Anne-Marie Palmer-Ikuku	Ira Gottlieb	Marlayne Hardy	Sue Horner
Bedu Gracious Tlhabologang	Jackie De Pape Hornick	Maureen Hosein	Suzanne Vukosavljevic
Carrie Dudley	Jane Hamilton	Megan Matthies	Tammy Nienaber
Chantelle Cabral	Jen Sharpe	Melanie Teh	Teresa Zumwald
Charmane Russell	Jennifer Andrewes	Monika Lancucki	Tim Tuck
Claudia Loeber-Raab	Jennifer Wah	Morna Ikosa	Patricia Bizjak
Dan Oshodin	Jordan Nagel	Mubashira Farooqi	Vanessa Holding
Danielle Bond	Judith Iannaccone	Opeyemi Adeyemi	Victor Zalakos
	Karen Lee	Paul Omodt	Yemi Adeyemi

## IABC Sustaining Members

This year, we offered the IABC community the opportunity to advance the profession and strengthen our community by becoming a Sustaining Member of IABC. We are grateful for the generosity of the inaugural class:

Maliha Aqeel, PMP, SCMP, MC	Saul Lewis
Zora Artis, GAICD, SCMP, IABC Fellow	Simon Monger, SCMP
Mairi Barton	Sia Papageorgiou, FRSA, SCMP
Danielle Bond, SCMP	Chad Peters, SCMP
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