



International Association of Business Communicators

FOR IMMEDIATE RELEASE

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Adrian Cropley Recipient of the 2019 Rae Hamlin Award

Recognizing Volunteer Work in Advancing Business Communication Certification

Vancouver, Canada, June 11, 2019 – Today the chair of the International Association of Business Communicators (IABC), Ginger D. Homan, SCMP, named Adrian Cropley, SCMP as the recipient of the 2019 Rae Hamlin Award, which recognizes IABC volunteers for their work and impact at the grassroots level in advancing certification in their chapter, region or workplace.

“Adrian Cropley, SCMP was instrumental in the development of IABC’s certification program,” said Ginger D. Homan, SCMP, chair of IABC. “When he served as IABC Chair he commissioned the research that resulted in the IABC Career Road Map and the Global Standard. All IABC programs are now aligned with the Global Standard and we offer two certification exams for communication professionals to test themselves against that standard.”

“Adrian Cropley, SCMP made, and continues to make significant contributions to the communication profession,” said Stephanie Doute, executive director of IABC. “Not only was he instrumental in the work that helped create the Global Communication Certification Council (GCCC) and certification programs, but he has also been a staunch advocate for professional certification among his peers and in his region. He has been influential in helping to expand certification in all parts of the world. My congratulations to Adrian for this prestigious recognition of his many contributions, and my gratitude for his continued advocacy of the profession and GCCC certification.”

Adrian Cropley, SCMP background:

Over the last 30 years, Adrian has led communication departments and consulted to organizations globally. He’s passionate about building communication functions and capabilities that deliver bottom-line results. Since 2004 he has run Cropley Communication, an award-winning agency and founded the Centre for Strategic Communication Excellence in 2016, where a Global faculty of senior communication professionals deliver research, insight, training and development across five continents.



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In leadership roles within IABC including chair in 2011—2012 he spearheaded the development of the IABC Career Road Map, developing the strategy and building a team of professionals to deliver the Global Standard for the communication profession which saw the creation of the GCCC and CMP, SCMP certifications, a revamped and aligned Gold Quill Award evaluation process and the implementation of the IABC Academy.

Adrian was recognised in 2017 by her Majesty the Queen with the Medal to the Order of Australia for his work in communication and community work. He is a champion for social causes being active in youth and homelessness organizations as well as funding a school in Kenya through Cropley. He is a sought-after coach, speaker and thought leader, as well as one of IABC strongest supporters helping to start chapters in four countries.

About the Rae Hamlin Award:

The Rae Hamlin Award is named in honor of the late Rae Hamlin, ABC, who was instrumental in the development and success of the ABC accreditation program, which IABC transitioned to a new global certification program, led by the GCCC, in 2015. In her 25 years with IABC, Hamlin managed and inspired volunteers worldwide to promote this global strategic communication management standard, including holding a role as accreditation staff coordinator at IABC headquarters in San Francisco. Hamlin passed away in 2009.

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About the International Association of Business Communicators

With 10,000 members and more than 100 chapters worldwide, the International Association of Business Communicators (IABC) is the only global association that connects business communication professionals with the people and insights needed to drive business results. Founded in 1970 and supporting professional communicators at the heart of every organization, IABC serves the collective disciplines of business communication professionals through professional development offerings, certifications, awards and recognition programs, online resources, *Communication World* magazine and the annual World Conference.