



2020 Chapter Management Awards Work Plan

Chapter: IABC Victoria

Category: Professional Development

Division 1: Large chapters

Defining effective professional development

Providing highly effective professional development that meets the needs of IABC Victoria members is a critical component of our value proposition. Among our strategies for delivering highly effective professional development are making it useful, making it relevant, and making sure that our members start practicing it as soon as possible. We define effective professional development as structured professional learning that results in changes in practices and improvements in learning outcomes. Our number one goal is to increase our members' credibility and value as strategic communication professionals.

IABC Victoria's principles of highly effective professional development are:

- **Champion collaboration:** create space for communication professionals to share ideas and collaborate in their learning.
- **Use models of effective practice:** provide our members with a clear vision of what global communication best practices look like.
- **Provide coaching and expert support:** this involves the sharing of expertise about evidence-based communication practices, focused directly on a communication professional's individual needs.
- **Offer feedback and reflection:** provide time for our members to think about, receive input on, and make changes to their practice by facilitating reflection and soliciting feedback, helping them to move toward expert visions of communication practice.
- **Sustained duration:** provide our members with adequate time to learn, practice, implement, and reflect upon new strategies that facilitate changes in their communication practice.

Goals and objectives

The IABC Victoria Board year runs from late February. We meet for a half-day strategy meeting in early March to focus on what the board wants to accomplish during the upcoming year. These goals and objectives were set during this meeting. Our **overarching goal** is to deliver an exclusive professional development program that elevates IABC Victoria's brand and reputation, promotes the value of membership and increases our members' credibility and value as strategic communication professionals.

Our objectives

- Increase tangible member-only benefits and recognition by providing four professional development opportunities of mixed models and delivery that are aligned with global standards for the communication profession and certification requirements – in addition to IABC Academy offerings.
- Increase the diversity and quality of professional development offerings with at least 75% of attendees rating their overall experience as either 'Excellent' or 'Very Good'.
- Boost participation in IABC Gold Quills and certification:
 - Develop promotional campaign around IABC Gold Quills and certification
 - Host certification exam in Melbourne in September 2019 with at least five IABC Victoria members participating

Budget

At IABC Victoria our aim is to ensure professional development events are cost neutral or revenue positive. We implement pricing structures to meet the needs of a local marketplace, making professional development opportunities available to all IABC Victoria members and work diligently to nurture our relationships with our chapter partners and network of communication experts who give to IABC Victoria members generously. The table below shows the budgeted and actual income and expenses for professional development events held and/or planned between March 2019 and February 2020.

Event	Budgeted Income	Budgeted Expenses	Actual Income	Actual Expenses	Net Profit/Loss
Certification roundtable	Nil (free event)	Nil: In-kind	Nil	Nil: In-kind	Nil



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		Facilitation, event space and refreshments provided in-kind by chapter partner			
Certification exam (September)	Nil	Nil: In kind Event space and refreshments provided in-kind by chapter partner	Nil	Nil: In-kind	Nil
Business storytelling workshop	\$1,875	\$1,240	\$2,000	\$1,045	\$955
Gold Quill Awards webinar	Nil (free event)	Nil: In-kind Webinar platform provided in-kind by chapter partner; presenter's time provided in-kind by presenter	Nil	Nil: In-kind	Nil
Certification exam (November)	Nil	Nil: Event space funded by the GCCC	Nil	Nil	Nil
Empathy forecast workshop **	\$2,900	\$2,625	In progress	In progress	Not available
TOTALS:	\$4,775	\$3,865	\$2,000	\$1,045	\$955 profit

** The empathy forecast workshop is still being planned, so the actuals and net profit/loss details are not yet available.

Implementation

IABC Victoria engaged with local, regional and global communication experts to provide strategic communication content and facilitation for its professional development programs.

Our research

IABC Victoria asks participants for feedback after each event to gather views and opinions on their overall satisfaction with an event topic, facilitator, content and logistics and to gather their input on future topics. In addition, the board distributes a member survey every few years to gather opinions, comments, and feedback from IABC Victoria members and subscribers. The results from these surveys are critical in helping us plan a professional development program that meets member and prospective member needs. The survey asks respondents to rank a list of potential professional development topics and provide their ideas for other topics of interest. The results of our member surveys are used to plan our professional development program, enhancing membership value for both members and prospective members and increasing the likelihood we would meet our satisfaction objectives.

Our audience

With 212 financial members (as at 1 December 2019), and a non-member peer network of over 500 communication professionals, IABC Victoria (Australia) is the largest IABC chapter outside of North America and the fifth largest chapter globally – a distinction we value highly and work incredibly hard to preserve.

We're a very eclectic and vibrant group of communication professionals in terms of the range of disciplines our members practice across the communication spectrum, and the range of communication practitioner types and interests our chapter represents and needs to cater to. Many of our members work for multi-national companies, top tier banks, boutique consultancies, creative agencies, infrastructure businesses, not-for-profits and local, state and federal government authorities. The chapter also serves the needs of students at local universities across Victoria.

While we're a part of a burgeoning and economically powerful region of the globe, IABC Victoria faces some different challenges to those of our North American and European counterparts. Our geographic isolation means the capacity of



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our members to tap into other chapters' events, the IABC World Conference, Leadership Institutes and many other IABC professional development and networking opportunities is more limited. The cost of travel and accommodation and time needed to travel long distances can also act as a significant barrier.

The 'market' in relation to professional organisations that support the communication function is well contested in Victoria. A very active and well established chapter of PRIA (the Public Relations Institute of Australia) is the most obvious competitor for individual members, although competition also comes from Page (Arthur W. Page Society), Australian Marketing Institute, Gartner (formerly CEB) and the Centre for Corporate Public Affairs. As such, it's imperative that our local brand is strong, and that we deliver diverse and tailored content, professional development programs and networking and connection opportunities that meet the needs of our varied membership.

Key to our central purpose of keeping the IABC and our chapter brand strong, and taking a leadership role in the development and evolution of our profession is an effective, relevant and sustainable professional development program.

Promotion

IABC Victoria uses email to announce professional development events, as well as the chapter website and social media platforms (LinkedIn and Twitter). We have a large following on social media which allows us to promote easy-to-consume content where our audiences spend most of their time. We promote our professional development events at least six weeks prior to the scheduled date although most people still wait until the last minute to register to attend. Email marketing and social media posts are sent out weekly informing people of the event which includes a description of the topic, information about the facilitator, learning outcomes, location, time and registration fees. A final reminder is sent a day or two prior to the event and this usually increases last minute registrations. See work sample for examples of our promotional collateral.

The importance of learning outcomes

IABC Victoria is committed to providing its members with a clear idea of what can be achieved by attending one of our professional development events. Our members have told us that they want to be able to apply the knowledge they gain in their roles and organisations as quickly as possible, so we clearly define what participants will be able to do after they've attended on of our events. The chapter works closely with facilitators to define these learning outcomes and ensure the event content and structure allows us to meet this goal. At the end of each event, we work with facilitators to provide a tangible takeaway that participants can keep referring to, which usually includes a wrap-up of the learnings, key messages, and in the case of webinars, a copy of the recording. As a good example of this, following our Gold Quills webinar, we shared a free ebook that Claire Watson ABC, MC (webinar presenter) had produced exclusively for our participants. See work sample for a copy of the free ebook.

Measurement

At the conclusion of each face-to-face professional development event, participants are asked to complete a hard copy feedback form. Webinar participants are sent an electronic version immediately following the conclusion of the webinar. The purpose of the feedback form is to capture their overall satisfaction with the event facilitator, program topic, content, workbook and materials, and logistics. The form allows participants to provide a rating between 1 (poor) and 5 (excellent) on: facilitator approach and style, facilitator knowledge, event content, structure, organisation, refreshments and venue. There are also a number of questions that allow for free-text comments where participants can provide additional feedback on what they found most useful, their opinions on how the event could have been improved, whether they would attend another IABC Victoria professional development event, ideas for future topics and what comment they'd share with others about the event. The results are shared with the board at the next board meeting to assist with planning future events. The feedback we've gathered has been overwhelmingly positive and many have taken the time to provide constructive suggestions about how we can improve our professional development events. Below is an overview of the feedback results up to November 2019. See work sample for an overview of the comments received from participants.

Date	Event	# Members	# Non-members	Facilitator satisfaction (1-5)	Content/structure satisfaction (1-5)	Logistics satisfaction (1-5)
Aug	Certification roundtable	11	2	5	5	5



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Sep	Certification exam	5	0	Only anecdotal feedback was collected following this event.		
Oct	Business storytelling workshop	16	0	5	5	5
Oct	Gold Quills webinar	20 people registered for the webinar – 15 attended. The number of members vs. non-members is unknown.		4.7	4.7	4.7
Nov	Certification exam	4	0	Only anecdotal feedback was collected following this event.		
OVERALL SATISFACTION LEVEL		51	2	4.9	4.9	4.9

Results

IABC Victoria successfully met the professional development goals and objectives set by its board for 2019 as follows:

Objective	Result
Increase tangible member-only benefits and recognition by providing four professional development opportunities of mixed models and delivery that are aligned with global standards for the communication profession and certification requirements – in addition to IABC Academy offerings.	Objective met: Ran five professional development events of mixed models from March to November 2019 and have planned for a sixth in early 2020. <ul style="list-style-type: none"> ▪ Two-hour certification roundtable ▪ Two certification exams ▪ Half-day business storytelling workshop ▪ One-hour webinar (IABC Gold Quills) ▪ Half-day empathy forecast workshop (in progress – for 2020) All expert facilitators provided their services to IABC Victoria in-kind.
Increase the diversity and quality of professional development offerings with at least 75% of participants rating their overall experience as either 'Excellent' or 'Very Good'.	Objective met: Based on the feedback we gathered, 100% of participants rated their overall experience as either "Excellent" or "Very Good".
Boost participation in certification and IABC Gold Quills: <ul style="list-style-type: none"> - Host certification exam with at least five IABC Victoria members participating - Develop promotional campaign around IABC Gold Quills and certification 	Objective met: IABC Victoria organised and hosted two certification exams and a total of seven members gained their SCMP certification. A total of five IABC Victoria members sat the September exam; four of whom gained their SCMP certification. Four IABC Victoria members sat the November certification exam; all of whom passed and gained their SCMP certification. <p>As a result of our success, IABC Victoria's President will present a session on certification at the International Leadership Institute in Texas in February 2020 and Asia-Pacific Leadership Institute in March 2020 in Wellington.</p> <p>Our promotional campaign around Gold Quills began with a webinar with internationally-recognised communication expert Claire Watson ABC, MC. We are also working on a series of Gold Quills case studies showcasing our local award-winning work, that we are using to encourage our members to submit their best work in the 2020 Gold Quills program. The case studies have published on our website and are being used on social media. See work sample for example of case studies published. As the 2020 Gold Quills program has not yet closed, we cannot include IABC Victoria entrant numbers at this stage.</p>