

Membership Benefits

Connect with the tools and resources you need to succeed

Keep abreast of the latest developments in the profession with IABC's award-winning publications: *Communication World* magazine and *CW Bulletin*, a monthly electronic newsletter.

Find the information you need to overcome your current communication challenges with Discovery, IABC's easy-to navigate, searchable online library of articles, case studies, templates, select research reports and more.



"I have just discovered Discovery and I am delighted with it. I am skipping through the archives and materials with abandon and loving it."

—Kit Jenkins, ABC, professor, Webster University, St. Louis, USA

Understand the issues that impact your business and **learn about leading-edge strategies for success** in a series of free, members-only web seminars.

Explore the offerings of the IABC Research Foundation, providing members with **practical, highly credible research** that is advancing the practice of business communication around the world.

Take control of your career

Plan your next career move with IABC's Job Centre. Find hundreds of jobs at all levels of experience and search by keyword, location or job type.

The IABC Marketplace helps members **acquire new business** by connecting consultants and freelancers with prospective clients. While the public can view the directory, only IABC members can create profiles describing their services.

Connect with your local job market by attending chapter and regional events to meet potential clients and employers.

Volunteer at the local, regional or international level of IABC to **enhance your leadership and management skills**.

Learn from the experiences of others and explore new areas of interest

Networking with other communicators is one of the primary benefits of IABC membership. In-person events, social media and online exchanges give you a wealth of great ideas, best practices and strategies for success.

Share information, solicit advice and debate strategies with your peers through MemberSpeak, IABC's online member forum. Enhance your network quickly and easily with MemberSearch, a searchable online member directory. **Share your personal and professional achievements** in The IABC Buzz or **enhance your online presence** by creating a blog on the IABC eXchange.

Be part of your local communicators' network. More than 100 IABC chapters around the world offer networking, professional development, and other services ranging from special interest groups and local job banks to community involvement projects and social gatherings.



"IABC has enabled me to build that network of clients, resources, sub-contractors and, most of all, valued friends that inspire me to do great work."

—Ryan Williams, president, TWI Surveys Inc., Vancouver, Canada

Easily **develop your next strategic communication plan** with My Communication (MyComm), IABC's online interactive tool that walks you through a six-step process to create a comprehensive plan. Members can share and collaborate on plans virtually.

Advance your role in the field of social responsibility with *SR Link*, a collaborative web site that provides resources and fosters conversations about social responsibility.

Stay current on issues and trends in communication with Cafe2Go, a monthly podcast featuring conversations with IABC leadership, and CW Radio, an insightful podcast from *Communication World* and *CW Bulletin* authors and columnists.

Special member pricing

Take advantage of special member pricing for local and global events, publications, professional development offerings and application and entry fees for accreditation and IABC award programs.

Student Membership

Stand out from the crowd

Get a head start on your career with IABC's programs and resources for students. As a student member, you have access to the leading minds in the profession, and can make valuable contacts and supplement your academic education with practical training. Student members receive all of the benefits of professional membership at less than 20 percent of the cost professionals pay.

Enhance your knowledge and skills

Stay up-to-date on today's communication topics with IABC's bimonthly magazine, *Communication World*, and monthly e-newsletter, *CW Bulletin*. **Find out what communication students need to know** by reading *Student Connection*, the monthly e-newsletter just for students.

Research your next class project using Discovery, IABC's online content library. **Solicit professional opinions and participate in the dialogue** on MemberSpeak, our member forum.

Add value to your résumé, connect with professionals and acquire experience

Gain exposure to role models and mentors, and get comfortable talking with professionals. **Practice networking and conducting informational interviews** face-to-face and online.

Become a chapter leader and develop your knowledge of marketing, finance, project management, meeting planning and public speaking—with the bonus of adding these activities to your résumé.

Our network of professionals can help you transition from school to professional life. Find out what it really means to enter the world of:

- ▶ PR/media relations
- ▶ Advertising
- ▶ Investor relations
- ▶ Graphic design
- ▶ Marketing communication
- ▶ Public affairs
- ▶ Editing
- ▶ Government relations
- ▶ Corporate communication
- ▶ Writing
- ▶ Community relations
- ▶ Training

Have more to say in your job interviews. **Learn from a communication expert** by joining a web seminar or attending a local professional development session to enhance your grasp of the profession.

Plan your next strategic communication program using MyComm, available only to IABC members.

Access the hidden job market

Get insider advice on companies, job types and available positions in IABC's Job Centre. Use the IABC network to find internships, meet potential employers, and **fine-tune your résumé** and interviewing skills, tailoring them to *your* field.

Following graduation, student members qualify for transitional membership. Transitional membership offers the same benefits enjoyed by professional members at only 60 percent of the cost.

IABC student members are:

- ▶ Full-time college and university students.
- ▶ Part-time students working toward a degree who are not currently working in the organizational communication profession.



"Both the IABC name on my résumé and the rich knowledge and experiences I gained through IABC events, publications and programming directly aided in my job search. Even before my graduation, I fielded multiple job offers. The clout of IABC is definitely an invaluable asset to one's professional development."

—Daniel Haack, former Ithaca College student, New York, USA

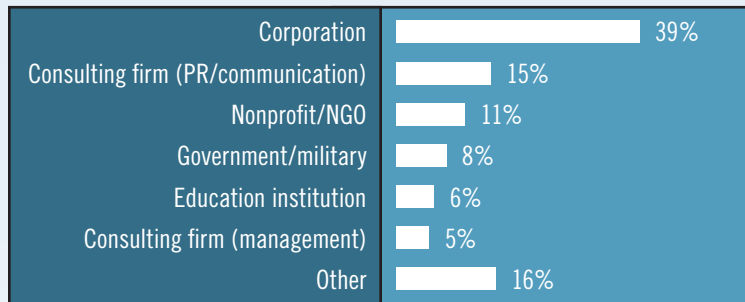
Learn more at <http://www.iabc.com/student>.

Member Profile

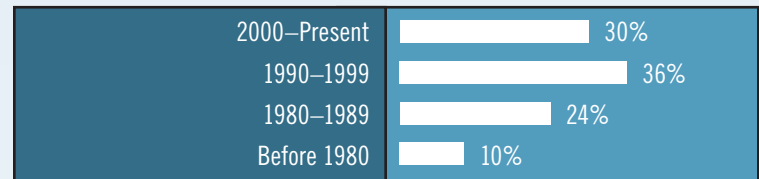
Link to a broad array of communication professionals

IABC's worldwide network includes communication professionals from a wide array of disciplines, so you can take advantage of a range of experience and perspectives. IABC is where you can find peers, mentors and experts to help you develop your business and communication strategies, inspire new thinking and guide your career.

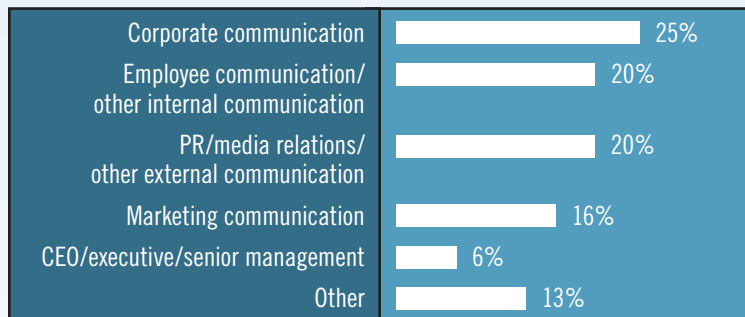
Types of organizations where members work



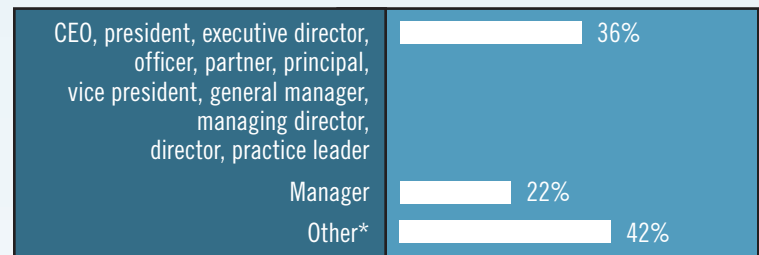
Experience level (year started in profession)



Members' job responsibilities



Members' job titles



* Other includes account executive, assistant manager, associate, consultant, coordinator, editor, editorial assistant, education/professor, graphic designer, photographer, specialist and writer.

Our members live and work in:

Antigua • Argentina • Aruba • Australia • Austria • Bahamas • Barbados • Belgium • Bermuda • Bosnia and Herzegovina • Botswana • Brazil • Brunei Darussalam • Bulgaria • Cameroon • Canada • Cape Verde • Cayman Islands • Chile • China • Colombia • Costa Rica • Croatia • Czech Republic • Denmark • Egypt • El Salvador • Finland • France • Germany • Ghana • Greece • Guatemala • Honduras • Hong Kong • Hungary • India • Indonesia • Ireland • Israel • Italy • Jamaica • Japan • Jordan • Kenya • Kuwait • Lebanon • Liberia • Lithuania • Luxembourg • Malaysia • Mexico • Mongolia • Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Peru • Philippines • Poland • Portugal • Qatar • Romania • Russia • Saint Lucia • Saudi Arabia • Serbia and Montenegro • Singapore • Slovak Republic • Slovenia • South Africa • South Korea • Spain • Sri Lanka • Sweden • Switzerland • Taiwan • Tanzania • Thailand • Togo • Trinidad and Tobago • Turkey • United Arab Emirates • United Kingdom • United States • US Virgin Islands • Uruguay • Venezuela • Vietnam

(based on data from July 2010)

Corporate Membership

Ensure that your communication team is prepared

Enrolling your communication team in IABC **heightens your team's contribution** to your organization and **increases your employees' engagement**. And by joining as a group, you get discounted membership dues.

In addition to savings on dues and the regular benefits of membership, corporate membership **includes greater discounts** on World Conference registration fees, Job Board postings and IABC publications, and the **convenience of being able to renew as a group once a year**. Corporate member organizations also receive a listing on IABC's web site with a link to the company URL.

Becoming a corporate member

Any company with **five or more IABC members** can become a corporate member. Members may be in any location. Our transfer-of-membership option allows you to replace any member who leaves your company with another employee at no charge (within the first nine months of the membership year), which **protects your investment**.

It is easy to combine current and new members in a group. IABC prorates dues of current members so you won't pay twice for any portion of the membership.

Three levels of corporate membership

The larger the group, the greater the discount:

- ▶ **BRONZE** (5–15 members) offers a 5 percent discount on international membership dues.
- ▶ **SILVER** (16–30 members) offers a 7.5 percent discount on international membership dues.
- ▶ **GOLD** (31+ members) offers a 10 percent discount on international membership dues.

*For a custom price quote for any group of five or more,
please e-mail member_relations@iabc.com.*

For Employers

Effective, influential communication with your employees and external audiences is vital to your organization's success.

What if...

- ▶ You offer an exceptional product, and *customers don't understand how and why it can help them?*
- ▶ You introduce a new benefits program, and *employees don't know its features and choices?*
- ▶ You are faced with a company crisis, and *the media doesn't share your side of the story?*

Whether your employees are responsible for strategy, tactics or skills, the International Association of Business Communicators (IABC) is the definitive resource to help your communication team develop and refine their proficiency at every stage of their careers.

Organizations benefit from having their employees join IABC because communication is essential to business success.

IABC members are exposed to the highest standards of communication excellence.

With countless years of collective experience, **the IABC network ensures that members have the skills to do their jobs, stay current with best practices and enhance their organization's communication practices.** Moreover, IABC's printed and online content is award-winning and cutting edge, demonstrating the best thinking in the profession.

IABC members expand their global business perspective.

Members and experts in more than 80 countries help members **learn crucial communication and business practices from around the world,** preparing them to succeed in a multicultural environment.

IABC members sponsored by their employers know that their professional development is valued.

Engage employees by providing them with an opportunity to **cultivate their expertise and positively impact your organization's success.**