

IABC Corporate Accreditation Program

Frequently Asked Questions

What is IABC accreditation?

IABC's accreditation program is the global standard of professional achievement for business communicators. Accredited members practicing around the world apply the same strategic management process in all communication disciplines, across diverse cultures, and in for-profit and nonprofit organizations of all sizes. This peer-reviewed program challenges candidates to demonstrate their knowledge of strategic communication planning, implementation, measurement and ethics. Candidates who meet all requirements earn the designation Accredited Business Communicator (ABC).

What is the Corporate Accreditation Program (CAP)

The IABC Corporate Accreditation Program (CAP) is an in-house development and accreditation program aimed at communication teams striving for excellence within an organization. The program culminates in a peer-interactive, week-long seminar designed to meet the needs of communication practitioner as well as their organization. This program identifies an organizational business communication need and develops a solution to that need as part of the program. Participants enhance their knowledge base and abilities in preparation for completing the distinguished ABC designation, align planning and programming with the communication needs of their organization learn from their peers and gain valuable communication best practices skills which can impact the organization's performance

What are the benefits of participating in the CAP?

For the individual

During the pre-work and at the actual seminar, participants will:

- Receive an ABC, if the credential's requirements have been met
- Receive a certificate of completion for the week-long seminar
- Engage in a peer-interactive program which will strengthen and nurture the network of communication professionals internally
- Contribute to the success of solving a real business communication need
- Develop new skills and knowledge that can be applied to other business communication challenges
- Participate in professional development that will - take their career to a new level

For the organization

- Foster a new generation of communication leaders to guide the organization's evolution.
- Have a program tailored for the specific development needs of the organization
- Promote alignment in the approach and knowledge around business communication across the organization

Stages of the Program

1. **Organization needs assessment, curriculum development and application** – IABC expert facilitators work with the organization, assess the organization's business communication needs and measure the candidate skill level. The organization submits candidate applications based on acceptance criteria below. IABC facilitators then shape the program and week-long seminar curriculum.
2. **Candidate Preparation**– At least 6 months before the seminar participants take the ethics assessment and are matched with a mentor. Candidates submit two portfolios in advance of the seminar. One portfolio (4-6 page case study) should focus on the individual candidates' work and the other should focus on a proposed solution for the organization's business need as agreed in stage 1. The candidates receive materials to help them prepare for an exam.
3. **Week-long (5-day) Seminar** -- Candidates participate in a week-long face to face intensive seminar which focuses skill development and knowledge building in a wide range of topics as designed in stage 1 as well as preparation for the accreditation exam. Each candidate will conduct an oral presentation based on their organizational portfolio submission. Candidates take the accreditation exam at the conclusion of the week-long program.

Who should participate?

This program is targeted at - communicators with a minimum of 9 years of work and/or educational experience in organizational communication. Candidates should be able to answer "yes" to these questions:

1. Have you completed a body of work (portfolio samples) which displays quality and diversity?
2. Have you conducted projects which demonstrate your ability to manage the communication function?
3. Has your experience in organizational communication been varied?
4. Do you abide by the principles of accuracy, truthfulness, sensitivity and [IABC's Code of Ethics](#) for Professional Communicators?
5. Are you ready to commit a few hours a month to furthering your career as a professional communicator?

Who are the facilitators?

Facilitators are senior ABCs chosen for their extensive background in education, training and a proven success in corporate communication consulting.

What are the responsibilities of the participating organization?

The participating organization identifies qualified candidates and supports and encourages the candidates to develop their portfolios and prepare for the exam. An organization representative provides information which will enable IABC experts to develop program curriculum. At the week-long seminar, the organization provides the food, refreshments and venue.

For more information about the program, please contact Natasha Nicholson at recognition@iabc.com.