

# INFORMATION ON IABC CORPORATE MEMBERSHIP

## What is IABC corporate (group) membership?

- 5 or more members from the same company bundle their memberships into a group with the same renewal date
- 3 levels of membership: Bronze (5-15), Silver (16-30), and Gold (31+)

## Benefits of corporate membership to the company:

- IABC member benefits for each member in the group
- Annual savings on dues (5%-10%, depending on level)
- Complimentary transfer of membership if an employee leaves (within first 9 months)
- 10% deeper discounts on IABC products, World Conference registration, and IABC Job Board postings
- Free Knowledge Centre manual (Silver and Gold levels)
- Convenience of easy renewal once per year
- Recognition on the IABC website as a valued IABC corporate member and link to company URL
- Low cost form of advertising
- Professional development of more employees
- Priority customer service

## Benefits of corporate membership to IABC:

- Membership growth
- Higher retention rate
- Stronger ties with the corporate world
- Convenience of registering a group once a year
- Bigger global network
- Annual membership drive within the member company

## Other important information:

- One person in the company serves as liaison with IABC and “shepherds” the account.
- IABC requests payment in the form of one check or credit card. However, *IABC will accept different credit cards from different cost centers.*
- Some companies form more than one group.
- Members in the same group may be in any location.
- Current and new members may be combined in the same group.
- Once formed, corporate memberships renew and expand each year.

### **Key magic phrases that work:**

- “It is easy to do.”
- “You get *increased benefits at a reduced cost.*”
- “It is easy to bundle current members into a group.”
- “We accept different credit cards from different cost centers.”
- “We send an initial quote including current and new members.”
- “We prorate dues to get everyone on the same renewal cycle.”
- “Most companies like the savings and free transfer of membership.”
- “Many companies have members all over the world.”
- “Most companies like the easy renewal once a year.”

### **Getting a corporate membership “started”:**

1. Identify the IABC advocate in the company. This person reaches out to new and current members to identify who would join the group.
2. Request a price quote from IABC.
3. *The price quote starts a conversation. We identify current members and include as many new members as possible.*

### **Good candidates for corporate membership:**

- Fast growing companies
- “Best to Work For” companies
- Companies with communication teams
- Companies with strong IABC ties
- Companies with 3-5 or more IABC members
- Companies with a global focus
- Communication consulting firms
- Companies that support professional development of employees

Request quotes/Get more information/Refer corporate membership prospects:

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