

Why Your Employees Should Be IABC Members

In good times or bad, communication with your employees and external audiences is vital to your business success. Envision:

- Offering an exceptional product *but not informing customers how and why it can help them.*
- Having a company crisis come to the public's attention *and not having a voice in the media.*
- Introducing a new benefits program *and not telling your employees its features or how to sign up.*
- Surviving as a public company *without regularly communicating with analysts about the company's plans and progress.*

And these are just some of the scenarios that require communication expertise.

The International Association of Business Communicators (IABC) can help develop and refine these proficiencies in your organization. Established in 1970, IABC is a 13,000-strong network of communicators worldwide, serving professionals in public relations, employee communication, marketing communication, strategic communication, government affairs, public affairs and writing/editing. With countless years of collective experience, this network ensures that its members have the skills and know-how to do their jobs, stay current with best practices and monitor other organizations and their communication practices.

Members of IABC automatically gain access to an abundance of tools and resources, including:

A worldwide network of 13,000 colleagues. If two minds are better than one, how good are 13,000 minds? IABC offers a multitude of ways for members to connect—both online and in person—which members use to solicit advice, debate issues and trade ideas. Your employees will avoid reinventing the wheel or making mistakes their colleagues have made, and they'll access the creative ideas of their peers—all of which saves your company time and money.

My Communication (MyComm), a web-based strategic planning tool developed by Cisco Systems. MyComm “walks” users through a six-step process that identifies and summarizes all of the essential audiences, messages, timing and preferred communication channels for any business issue or initiative. MyComm is not available for purchase; it is uniquely available to IABC members.

Leadership training. Volunteer IABC positions provide opportunities to gain experience in managing people, marketing, finance, project management, meeting planning, program planning and public speaking, amongst others.

Printed and online magazines, a substantial and searchable archive of content, and special member pricing on programs offering further growth. Designed to educate, demonstrate and inspire, IABC's numerous content resources offer expert insights and step-by-step instruction on the practice of communication. Special member pricing on events, books, manuals and external trade publications allows further individual growth, while member pricing on IABC's accreditation and Gold Quill Award program fees allows employees to gain credibility and enhance the reputation of your organization.

Your company's international profile. High-performing companies have skills to interact with clients, media and colleagues across the globe. IABC is an international network with members in more than 60 countries, and can help your employees learn crucial practices in other parts of the world.

Employee satisfaction. Your employees will appreciate your investment in their development, as well as the chance to excel in their communication position and participate as a member of their professional community.