



# International Association of Business Communicators Academy

**FOR IMMEDIATE RELEASE**

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**Global communication association, IABC now offers on-demand and self-paced  
professional communications courses**

(SAN FRANCISCO) 19 July 2016 – The International Association of Business Communicators has launched [IABCacademy.org](http://IABCacademy.org), a global platform for on-demand education and training in strategic communication. The platform is a powerful tool for lifelong learning and career advancement for professionals involved in public relations, employee communications, marketing and social media.

Individuals can use IABCacademy.org to build professional development into their schedule and enroll online when most convenient. Available 24/7, the on-demand and self-paced courses are accessible to IABC members and non-members anywhere in the world.

IABCacademy.org self-paced courses include original content and interactive response tools. On-demand courses are developed and led by global experts and industry leaders, and are typically comprise four one-hour modules recorded from live webinars.

The new offerings complement the IABC Academy's ongoing live professional development programs, which encompass courses in communication strategy, audience engagement, research and measurement, as well as specific tactical skills development ranging from mastering social media to gamification. All courses and tracking capabilities align with the skills, competencies, and requirements of IABC's Communication Management Professional (CMP) [certification](#).

## **About IABC Academy**

The IABC Academy's goal is to help communication professionals advance in their careers and generate tangible business results for their organizations and clients. The Academy delivers strategic communication education and training aligned with IABC's Communication Management Professional certification.



# International Association of Business Communicators Academy

Established in late summer 2014, the IABC Academy has offered more than 40 live and on-line workshops ranging from strategic communication planning to presentation skills. More than 900 communication professionals around the world have invested in their professional development by taking IABC Academy courses.

For more information, please visit [IABCacademy.org](http://IABCacademy.org).

## **About IABC**

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world's best communication practices. IABC has set the standard for excellence since founded in 1970. This vibrant association has more than 10,000 members including senior communications executives from global Fortune 500 companies, multi-national communications agencies, leading non-profit institutions and universities. IABC serves the collective disciplines of communication professionals through education offerings, certifications, awards and recognition programs, on-line resources, and Communication World magazine.

For more information, visit [www.iabc.com](http://www.iabc.com).

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