



Our future IAABC

Commercial and Strategy Taskforce
June 2025



Over the past eight months, we've examined external drivers and internal trends and consulted with volunteer leaders to think about how we can grow and scale.

This session is to share the **four key actions** that IABC is taking into 2025/26 and to get your input and ideas on what success looks like.



Alignment with IABC's strategy

Alignment with IABC's *Stronger Together*. Strategic Plan

- **2021** *Stronger Together* launched
- **2022/23** *Stronger Together* Task Force:
Operating model
- **2023/24** *Stronger Together* Task Force:
Governance, finance and change management
- **2024/25** *Stronger Together* Task Force:
Commercial and strategic opportunities to deliver
growth, value generation and long-term relevance
for our association



The team



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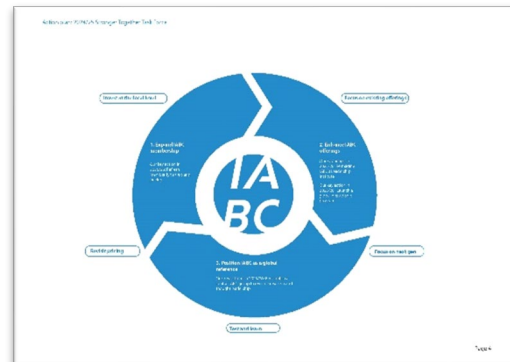
Kansas, United States

2024/25 Taskforce: Work plan

- **November 2024** Task Force kick-off
- **December 2024** Goals, directions and work plan
- **January 2025** Drivers and trends: Quantitative data review
- **February 2025** Drivers and trends: Qualitative data review (interview/focus groups)
- **March 2025** IABC leader consultation and prioritisation of recommendations (x 2 town halls + targeted consultation with Region Chairs & Region Boards by request)
- **April 2025** Refinement of action based on consultation
- **May 2025** Finalisation and presentation of Action Plan to IABC leaders and IEB
- **June 2025** IABC International Executive Board (IEB) endorsement; piloting two related activities at WC; meeting with IABC fellows and other senior leaders; presentation at the member forum



Our future IABC: An action plan for the next twelve months



Address our IABC Stronger Together Task Force

Direction 2: Enhance IABC offerings

To remain relevant and valuable to members, IABC must focus on enhancing our current offerings as well as introducing new ones. We will also ensure we recognize and reward the efforts of our members and staff.

This direction's focus is to ensure our member benefits, strengthen our digital presence, enhance our visibility, and foster our network. It is a key resource for IABC's operational growth.

Our key action in 2025/26: Reinforce IABC's Executive Institute

Our next steps:

- Assign responsibility for the 100% Business Action Plan
- Engage with Canada Region on their operational model
- Pilot a 'winning' new model in the US in 2026 with a view to new sales in other regions
- Re-introduce member regional representation

Our key action in 2025/26: Launch a global membership program

Our next steps:

- Assign responsibility for the 100% Business Action Plan
- Investigate how to scale a mentoring program and resources developed by the 2023 Institute
- Audit existing and emerging programs
- Run an e-person speed networking series in 2025
- Conduct a review to optimize all regional offerings

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What we've looked at

Our 2024/25 task force has examined and interrogated three directions for IABC

- **Direction 1:** Expand IABC membership
- **Direction 2:** Enhance IABC offerings
- **Direction 3:** Position IABC as a global reference

These three directions have been examined and interrogated through **data review, interviews and focus groups** to determine our current state and propose recommendations towards our desired state.

Direction 1: Expand IABC membership

Our key action in 2025/26 is to meet our members where they are:

Implement a new membership type called Member Lite

- \$115 USD (\$100 + \$10 Chapter Dues and \$5 Region Dues)
- Launching in September 2025



Direction 2: Enhance IABC offerings

Our key action in 2025/26 is to continue to celebrate and support our volunteer leaders and create a culture of continuous learning:

Reintroduce IABC's Leadership Institute

- Pilot a reimagined model in 2026

Launch a global mentorship program

- Investigate tools/platforms to scale a mentoring program, building on work of the 2018 taskforce



Direction 3: Position IABC as a global reference

Our key action in 2025/26 is to be a global reference:

Reestablish a central IABC group to oversee research and thought leadership

- Engage with IABC fellows and explore the potential for a CEO award and emerging leader annual list, alongside other initiatives



Thank you

