



IABC Corporate Advantage Membership Dues to Market Value Comparison

	Corporate Advantage package	Market value
Number of members who can participate. Includes membership at the regional and chapter levels.	Up to 50 members	US\$13,750
Unlimited access to all IABC Academy courses for your organization's members	Included	US\$999 annually per person (member rate). Total for 50 people = US\$49,950
Co-branded IABC online learning portal hosting IABC Academy courses to serve as your in-house online communication training platform. Management access provided to monitor ongoing employee training progress and outcomes.	US\$5,000	Not otherwise available
Access for all employee members to the IABC private online collaboration platform (launching second quarter of 2018), allowing them access to the global community to discuss and seek solutions to their daily challenges and build a network of global professional support	Included	Exclusive to IABC members
Invitation to World Conference CEO (C-Suite) Roundtable/Executive Forum to allow your senior executives to network with other business leaders and engage in thought leadership discussions on the most pressing challenges in the field. Due to the nature of this event, IABC must approve attendees selected for invitation.	3	Exclusive to IABC members
Complimentary Gold Quill Award entries	3	US\$1,050
Discounted registration for World Conference	10 percent	Up to US\$556.50 per person
GCCC certification exam offered at one corporate location of your choosing annually	Included	Exclusive to Corporate Members
Included CMP or SCMP certification exam application fee waivers*	10	US\$1,000

Executive Think Tank <i>(Online, launching second quarter of 2018)</i>	Up to 4 participants	Exclusive to IABC Corporate Members
Subscription to IABC's online magazine, <i>Communication World</i>, for each employee member	Included	Exclusive to IABC members
Access to monthly free-to-member webinars (available live and on demand) covering emerging topics and issues in the communication profession	Included	New webinars valued at US\$1,200 per person/year; total annual value of US\$60,000 for 50 people
Invitation to submit thought leadership content to <i>CW</i> magazine, <i>CW Observer</i>, podcasts, and/or other IABC content initiatives **	Invitation to submit 2 content pieces included**	Not otherwise available
Complimentary IABC job board postings	7 basic	US\$1,505
Annual membership fee	US\$14,999	
Market value of membership		US\$127,255

Small group organizational memberships of 5–10 members in one company may be purchased at a 15 percent discount on regular international dues and include all of the benefits of individual membership.

* Fee waivers cover the cost of the application fee. Certification candidates must still complete the application, qualify for the exam, and pay the exam fee to complete the certification exam process.

** Subject to editorial approval and alignment to IABC Content Guidelines.

To get access for your entire team, with an unlimited number of members, please call IABC for a quote.