

Building the IABC brand at the chapter level

IABC/Minnesota's director of marketing and brand, Jill L. Daneu, talks about the impact the association's revised branding guidelines can have on local chapters

2008 gold quill awards: call for entries

Start preparing your entry now for the 2008 Gold Quill Awards program, the internationally recognized symbol of excellence for the communication profession.

Early-bird deadline: 5 February

Final deadline: 12 February



mark your calendar

23 January–5 February *Online course:* Strategic Planning (presented by IABC and Ithaca College)

4–5 February *Conference (Barcelona, Spain):* EuroComm 2008: Europe and Middle East Regional Conference

21–23 February *Conference (San Antonio, Texas):* 2008 Leadership Institute

10 April *Teleseminar:* Building Credibility in a Rocky Landscape: How to Adjust Deep-Seated Public Misperceptions

22–25 June *Conference (New York City):* IABC 2008 International Conference

For more information about these and other events, go to www.iabc.com/education.

Q: What are some of the ways that IABC/Minnesota has highlighted the new IABC brand?

A: We condensed the larger brand guidelines document to make it easier for the portfolio managers to embrace and for the graphic designers to follow. At our annual board retreat in July, our marketing and brand team wore Be Heard™ T-shirts to lead a mini-branding exercise session in which we encouraged incoming and outgoing board members to review the brand promise and discuss what Be Heard meant to them. We were also

fortunate to have IABC President Julie Freeman present the new brand strategy at a networking event at Minnesota Public Radio's new digs—a nice play on the Be Heard theme. And we conducted a call-a-thon in March to promote our membership-month activities and ask for member feedback on chapter activities and value. It was a great way to give individual members the chance to be heard.

Q: What has been the biggest challenge in incorporating the new IABC brand into chapter programming and marketing collateral?

A: As with any new branding effort, change is gradual. IABC/Minnesota was fortunate to already have set some brand standards in motion prior to the unveiling of the new brand guidelines. We successfully incorporated the brand into our chapter programs and half-day workshop, but are still challenged with consistency and integration with our collateral and web site. Patience is probably the biggest challenge, because there's so much that we'd like to do right now. You have to focus on what's realistic for your chapter to take on,

given current activities and volunteer resources.

Q: What's your own experience with branding?

A: I'm an independent marketing communication and training consultant specializing in B2B solutions for the high-tech, med-tech, educational and industrial markets. Prior to starting my own business over a decade ago, I held various corporate marketing management positions for companies such as Control Data, MTS Systems and Pitney Bowes. These companies had strong corporate brand standards, so I was exposed to the value of brand integrity early on.

Q: What is your role as the brand champion for IABC/Minnesota?

A: My initial board responsibility as director of external marketing expanded the moment the new brand guidelines were unveiled at last year's Leadership Institute. I was up for the challenge, so in addition to being the chapter's marketing voice, I now manage the brand promise and identity in bringing the new IABC brand to life in the chapter. I also manage the design

Gold Quill: Write your own story

by jeffrey ory, abc, apr

One of the most memorable nights of my professional career was in 1999, at the IABC International Conference in Washington, D.C. It was the night that I celebrated with my team in receiving three Gold Quill Awards and IABC's prestigious Jake Wittmer Research Award.

As I think back, so many different stories pop into my head from that night.

My agency team: We were a fantastic team of professionals. Many would say we were young, but I would say we were destined for excellence. My fellow Loyola University graduate Maria Duggan and I made our way to Washington with our wonderful team leader, John Deveney. Imagine two fresh-out-of-college team members walking into the ballroom, eyes glazed at the grandeur of it all. I remember looking at Maria and saying, "Do you realize we are out of school one year and one of the highest honors IABC bestows is being presented to us tonight?"

"We might as well become chefs," she replied, "because how will we ever top this?"

Then there was my family. I have a wonderfully supportive family, so my mom, dad, brother, aunt and cousin all came to



Jeffrey Ory

Washington for the awards gala. Each had a different idea of what would happen when they walked into the ballroom. The video that described the Jake Wittmer Award began and detailed our winning campaign, the NO/AIDS Handbook for the NO/AIDS Taskforce, an agency that addresses HIV/AIDS-related issues in New Orleans, Louisiana. I was at a loss for words after all of the awards were presented, so honored to be among the winners. With all of these things swirling in my head, I felt a tap on my shoulder, and my mom, with tears in her eyes, said, "I had no idea of the enormity of all of this. We are so proud of you and John and Maria."

Walking into the ballroom, sitting amidst all of its Gold Quill majesty...Maria and I humbled at what two young professionals can do...family and friends with tears of joy at all of our accomplishments...my fearless leader and pro-

fessional mentor sitting at my side and passing all congratulations on to me and my peers... holding an award in my hand that tells the world that I am an excellent communication professional...celebrating a job well done...all of these things happened in that one night—and all of these things can happen to you.

I challenge you to make your own story. I challenge you to make your way to the stage to accept that award for a job well done. And I insist that when it is all over, you share your story with others.

If you think you don't have time, if you think that it takes ages to prepare an entry, or if you're not sure you're up to an award, now is your time. Forget the excuses and start writing that Gold Quill entry. It is time for you to see just how good it feels to win the most prestigious award in the communication profession.

To find out more and to enter the Gold Quill Awards, visit www.iabc.com/awards/gq.

Jeffrey Ory, ABC, APR, is 2008 chair of the Gold Quill Awards program and vice president of Deveney Communication in New Orleans, Louisiana.

sponsors to develop chapter brand standards and formats for deliverables such as web and e-communications, postcards, invitations, brochures, ads and anything else that visually represents the chapter.

Q: What does the IABC tag line mean to you?

A: "Be Heard" encourages me to speak up and be understood

while confirming the value that I bring to the communication profession.

Q: What advice would you give IABC members who would like to see the brand better reflected in their chapters?

A: The brand goes well beyond the chapter logo, tag line and color palette. It's important that brand champions serve as brand

ambassadors and not as "logo police." Set your branding plans in motion but don't expect everything to fall into place overnight. Take advantage of the myriad of branding support materials that IABC has already provided. Also, tap into other brand champions and headquarters personnel for sharing of best practices. For starters, use the PowerPoint branding

annual membership dues increase held at US\$6

A motion approved in June 2003 requires the executive board to review international membership dues annually and raise them in tandem with government-reported cost-of-living statistics as necessary. This year's increase is capped at a modest US\$6 (less in some areas). The annual review eliminates the need for periodic large "correctional" increases. Your membership dues allow IABC to keep up with ever-increasing vendor costs and maintain the same quality of programs, service and membership.

Entering its 38th year, IABC looks forward

IABC enters 2008 in a strong position, with more than 15,000 professional members—our highest level of membership in the association's history—and a strategy to take the association to new heights.

IABC's executive board has approved a three-year strategic plan that builds on member feedback collected over nearly two years. This feedback drove IABC's branding initiative, which resulted in our current vision statement: *IABC enables a global network of communicators working in diverse industries and disciplines to identify, share and apply the world's best communication practices.*

From there, four strategic goal statements were developed to define what the association strives to be:

- IABC is a growing, global, member-focused network, serving multidisciplinary communication professionals.
- IABC is the definitive resource for communication research and best practices, engaging communicators at all stages of their careers.
- IABC builds influence and raises awareness of the value of communication inside and outside the profession.
- IABC enables our members to succeed in performing their jobs and advancing their careers.

What does this mean for IABC members? These statements serve as a road map for program planning to ensure that IABC's efforts stay focused on what matters to our members, including advocacy for the profession, support for chapters and regions, and helping members connect in more ways than ever. (Look for enhancements to IABC's web site in the coming weeks.)

presentation to jump-start your chapter branding efforts. In addition, review the suggested exercises provided in "How to Bring the IABC Brand to Life in Your Chapter." Both of these are available in the Leader Centre at www.iabc.com/leaders. Most of all, get buy-in and support from all those responsible for delivering the brand value. Be patient and passionate, and maintain a sense of humor!

International Conference returns to New York

Plan to join us at IABC's 2008 International Conference, 22–25 June at the Hilton New York in New York City.

Returning to New York for the first time since 2001, the conference will focus on com-

municators as the catalysts for change in an interconnected world. This year, a new Global Trends track will cover communication issues that affect all organizations, including demographic shifts, climate change, and trust in brands and business.

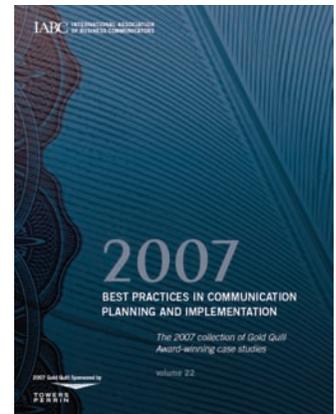
IABC is moving toward a "green" conference experience in New York City as well, with environmental initiatives that will prevent and reduce waste. Following the success of the Habitat for Humanity home-building project that kicked off the 2007 International Conference, attendees this year will have the opportunity to participate in a community relations project on Friday, 20 June.

You'll also enjoy the ultimate New York City experience. The Welcoming Reception on Sunday, 22 June will be held at the world-famous Rainbow Room on the 65th floor of 30 Rockefeller Plaza, where you can watch the sun set, gaze over Central Park and enjoy spectacular views of the city. IABC's Gold Quill Awards gala, on Monday, 23 June at the New York Hilton, will feature entertainment that you can find only in the Big Apple. www.iabc.com/ic

IABC volunteers convene for Leadership Institute

IABC's annual Leadership Institute brings together more than 200 volunteer leaders from around the world for two days of best-practice sharing and leadership development. The focus is to help leaders manage their chapters and regions efficiently so that they can provide superior professional development and

other services to their members. The event will take place 21–23 February in San Antonio, Texas. Current and prospective leaders are invited to attend. www.iabc.com/leaders/cli.htm



Best-practices case study collection now available

The 2007 edition of IABC's case study collection *Best Practices in Communication Planning and Implementation* gives you the opportunity to benchmark your communication programs against the very best in the industry today. This collection presents the goals, objectives and measures of success from the 2007 Gold Quill Award-winning programs.

Case studies in the new edition include:

- A Canadian First: Cementing Listerine's Position in the Oral Hygiene Routine
- Rejuvenating the Levitra Brand
- Choose Your News (Foster's)

The softcover book with accompanying CD-ROM is available for US\$199 for members and US\$249 for non-members. www.iabc.com/knowledge