

# Commit to your communications career success



International Association  
of Business Communicators  
Wellington





## Join the world-class IABC network

- Connect to a vibrant network of communications professionals locally and internationally.
- Grow your skills, career, leadership capability and networks through professional development.
- Learn from inspirational thought leaders at local events and through online resources.
- Recognise excellent communications and help lead the way.

Your career matters. Whether you are looking to enhance your current role or examining your next steps, IABC keeps you connected with people, recognition, credentials, and job opportunities to help move your career forward. IABC membership is a commitment to your career success.

# Why join IABC?

Joining IABC is an investment in your career. An IABC Wellington membership opens doors to communication networks near and far, gets you extensive access to resources and connects you to regular and topical events.

Your time is valuable and there is just never enough of it. IABC saves you time by providing the most cutting-edge content and educational resources that allow you to find what you need quickly to solve your professional challenges, enhance your perspective, and stay abreast of innovations and trends in the field.

## Benefits of membership

- Usually free entry to our professional development and networking events with leading, expert speakers
- Meet and mingle with your communications peers at local events. Our members include public and private sector communications professionals as well as consultants, sole traders and recruiters
- Membership connects you with 10,000 like-minded practitioners in 80 countries. Access to IABC's international member-only extensive research, case studies, webinars, podcasts and publications
- Access our member-only Wellington mentoring programme. Set and work towards meaningful goals with a peer or more experienced professional – just tell us what you're looking for and we'll find the right fit for your professional development
- Join our great social networks. We have an international community of communications colleagues, including strong Asia-Pacific chapter relationships
- Discounted member rates for entries into IABC's prestigious annual international awards for communications excellence, the Gold Quill Awards. Validate your work against global 'best of the best' standards
- Member rates to the annual memorable, eye-opening IABC World Conference and other international events
- Put yourself forward for local, regional and global leadership opportunities through a range of IABC volunteer roles that come up annually
- Access the Communication World (CW), IABC's monthly digital magazine for members only. It provides access to more in-depth content on leading-edge communication topics
- Connect with the IABC global community through The Hub, IABC's new online collaboration platform, for peer-to-peer networking and knowledge sharing.

## Events

IABC Wellington holds a broad range of networking and professional development events and workshops. We offer a wide range of presenters who provide valuable insights and information.

### Recent events have included:

- Wellington Mayor Justin Lester on the development of his comms strategy, his personal approach to community engagement and social media
- A full day workshop on stronger strategy for communications professionals
- The Spinoff talking about how the small company disrupted New Zealand's challenging media landscape
- An interactive event on how to build influence at the top table, with an international speaker from the United States
- Prime Minister Jacinda Ardern's senior press secretary sharing the challenges and rewards of her communications role
- A workshop on measuring communications success effectively
- Financial journalist Bernard Hickey on understanding the Budget, a must for communicators in and around Wellington
- A panel discussion with leading experts about the Future of Communications: what our work will look like in 2027
- Newsroom co-founder Tim Murphy on the challenges of 'doing the news' in an economically viable way.

Our events typically take place in the evening, after work in Wellington's CBD. We provide good food, nice drinks and great conversation. We also hold occasional breakfast and lunchtime events, and a quarterly invite-only boardroom lunch for communications executives to hear from notable leaders on key organisational communications challenges.

## “Events are awesome”



### Global communication certification

Provide evidence of your outstanding abilities. Demonstrate your knowledge and expertise by sitting the IABC Communication Management Certificate or Strategic Communication Management Professional qualification.

IABC's certification programme involves a mix of online and in-person study.

IABC Wellington is planning to host these exams locally in 2019.

#### Find out more at:

[www.iabc.com/professional-development](http://www.iabc.com/professional-development)

### How much does membership cost?

#### Professional membership

Annual fees are US\$275 per person for individual professional membership. Payment can be made by credit card online or you can request an invoice.

#### Corporate membership

If you have five or more team members keen to join IABC you may want to look at a corporate membership. Benefits include: A tiered discount for larger groups; the ability to alter your member list at no charge when someone leaves and you want to swap another person in (some conditions apply); opportunity to add leaders who may benefit from Communications development outside of a core Communications team; In-house presentations on the benefits of IABC and added support from IABC Wellington Board members to help your team get the most out of your membership

To fully understand what membership may work best for your circumstances, visit [www.iabcwellington.co.nz](http://www.iabcwellington.co.nz) and explore the detail, then come back to the local team with any questions!

 Join IABC: [www.iabc.com/join](http://www.iabc.com/join)

## “The breadth of topics is good – I like the candid conversations too”

### Keep in touch.

Sign up for our newsletter at [www.iabcwellington.co.nz](http://www.iabcwellington.co.nz)

 Email: [iabcwellington@gmail.com](mailto:iabcwellington@gmail.com)  Twitter: [@iabcwellington](https://twitter.com/@iabcwellington)

 Facebook: IABC Wellington  LinkedIn: IABC Wellington



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