

Corporate Membership

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Why Corporate Membership?

Effective, integrated communication, which underlies your company's strategic objectives, is critical to achieving business goals. Meanwhile, the practice of business communication changes constantly. Technology has altered the way we communicate and how we deliver our message. It has heightened accessibility to information and the speed and responsiveness with which we need to communicate.

As a result, companies need to continually audit their communication practices. Communicators need to continually update their skills.

Your company employs many communicators, covering a multitude of disciplines and requiring various skill sets.

IABC provides the resources, the access to mentors and colleagues, the knowledge, the ongoing professional development, the accreditation and the international network to ensure that your communicators and your company reach the pinnacle of communication effectiveness.

What is IABC?

IABC, The International Association of Business Communicators (www.iabc.com), is a not-for-profit international network of 13,000 professionals from over 60 countries who are committed to improving the effectiveness of organizations through strategic, interactive and integrated **business communication management**.

Our members include professionals from a wide array of industries who communicate with any or all of the following:

- Employees (employee manuals, handbooks, kits, newsletters, videos, training materials, reports, proposals)
- CEOs and other executive staff (plans and budgets, presentations, advice, speeches)
- The Press (press releases, speeches, presentations)
- Current customers/clients (editorial content, instruction manuals, scripts for videos, presentations)
- Potential customers/clients (marcom, branding, telemarketing scripts, sales presentations, trade show exhibits)
- Class/seminar/workshop attendees (training manuals, videos, presentations)
- Investor community (annual and quarterly reports, presentations)
- The public (interviews, speeches, press releases)

You and IABC

To help your company's communicators improve their skills, techniques, knowledge, and awareness, **IABC** offers you several corporate membership options. Three of the options offer discounts based on the number of members sponsored by the company, while the fourth offers an added-value option.

These options may be customised further with the help of your local **IABC** leaders. To guide discussions, four membership categories are described in detail later in this brochure.

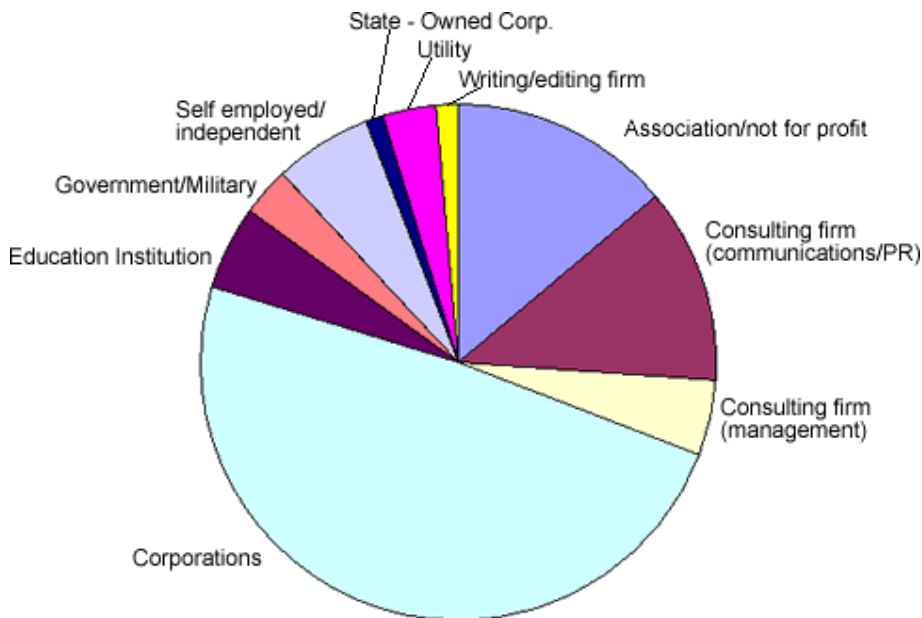
- Gold Membership
- Gold Plus Membership
- Silver Membership
- Bronze Membership

Who are IABC's members?

IABC members practice the disciplines of corporate communication, employee/internal communication, marketing communication, public relations/external communication, media relations, community relations, public affairs, investor relations, and government relations.

Where do members work?

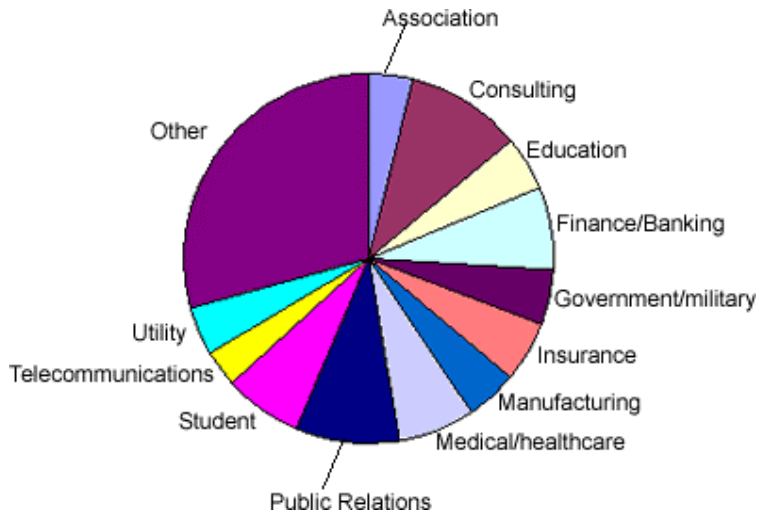
Members work the following types of organisations (extrapolated from 65% response rate to questionnaire):



- 49% Corporations
- 22% Associations, academia, or government institutions
- 14% PR/communication consultancies
- 6% Self-employed/independent
- 5% Management consultancies
- 4% Other

In which industries?

Top industries represented by IABC membership (extrapolated from 71% response rate to questionnaire):

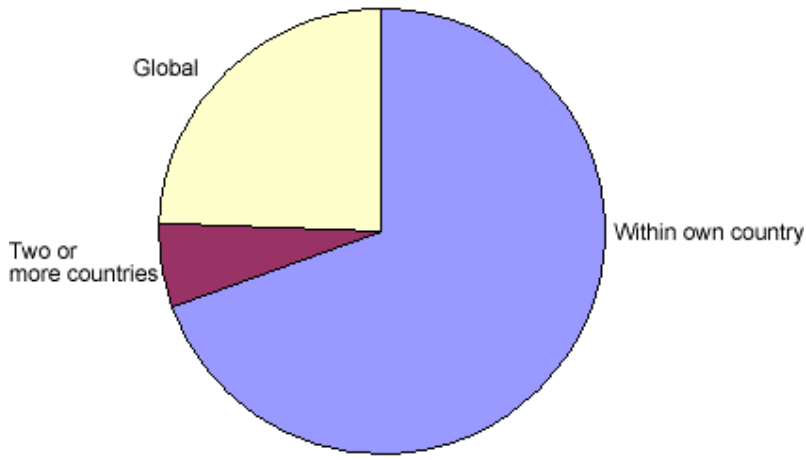


- 11% Consulting
- 10% Public Relations
- 7% Finance/Banking
- 7% Medical/Healthcare
- 7% Student
- 5% Insurance
- 5% Education
- 5% Government/military
- 5% Manufacturing
- 4% Association
- 4% Utility
- 30% Other

Other industries represented include: advertising • aerospace • agriculture • audiovisual • automotive • chemical • computers • construction • design • energy • engineering • entertainment • environmental services • food/beverage • graphic arts/printing • hotel/lodging • metals/mining • petroleum • pharmaceuticals • photography • professional services • publishing • real estate • retail sales • telecommunications • transportation • travel/tourism

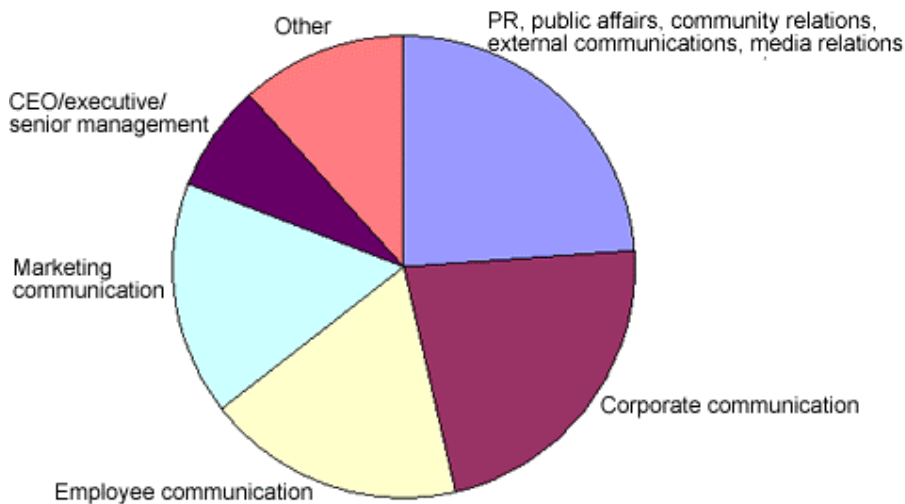
Covering which part of the globe?

IABC members have international responsibility (extrapolated from 68% response rate to questionnaire):



- 24% are responsible for global communications
- 7% communicate across two or more nationalities
- 69% operate within own country

Members are responsible for (extrapolated from 67% response rate to questionnaire):

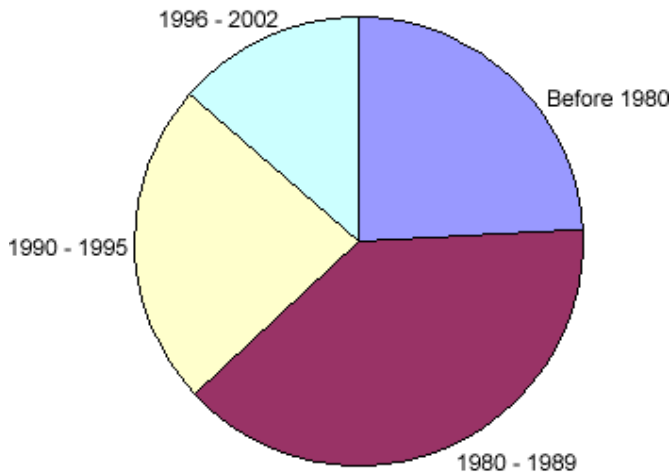


- 24% PR/public affairs/community relations/external communication/media relations
- 22% Corporate communication
- 18% Employee communication
- 17% Marketing communication
- 7% CEO/executive/senior management
- 12% Other

Other areas of responsibility include: electronic communication • external relations • government relations • investor relations • member communication • publication production • research • teaching (college/university) • training • writing

IABC – Your knowledge network (extrapolated from 63% response rate to questionnaire)

Your fellow IABC members bring a wealth of experience:



- 24% began working in the communication field before 1980
- 39% began working in the communication field between 1980-1989
- 23% began working in the communication field between 1990-1995
- 14% began working in the communication field since 1996

And crucial networking contacts (extrapolated from 66% response rate to questionnaire)

- 38% of members hold one of the following titles:
CEO, President, Officer, Partner, Vice President, Managing Director, Director, Practice Leader, Principal, or Associate (fewer than 2.6% hold the Associate position)
- 24% hold the title of Manager

Other titles held by IABC members include: Account executive • Assistant Manager • Consultant • Coordinator • Editor/Editorial Assistant • Educator/Professor • General Manager • Graphic Artist/Designer • Photographer • Self-Employed/Independent • Specialist • Supervisor • Writer

IABC – An International Organization

Our members live and work in the following countries (extrapolated from 100% response rate to questionnaire):

Antigua • Argentina • Australia • Barbados • Belgium • Bermuda • Brazil • Bulgaria • Canada • Cayman Islands • Chile • China • Colombia • Costa Rica • Croatia • Denmark • Estonia • Finland • France • Germany • Ghana • Greece • Hong Kong • India • Ireland • Italy • Jamaica • Japan • Kenya • Kuwait • Liechtenstein • Lithuania • Luxembourg • Macau • Malaysia • Mexico • Namibia • Nether Antilles • Netherlands • New Zealand • Norway • Pakistan • People's Republic of China • Peru • Philippines • Portugal • Romania • Russia • Saint Kitts & Nevis • Saudi Arabia • Scotland • Seychelles • Singapore • Slovenia • South Africa • Spain • Swaziland • Sweden • Switzerland • Taiwan • Thailand • Trinidad and Tobago • Turkey • United Arab Emirates • United Kingdom • United States • Venezuela • West Africa • Zimbabwe

Member Benefits

The Network—By far, the biggest advantage of IABC membership is the network. Accessible in person at the local chapter level or on-line at the international level—provides a resource for communicators to:

- Tap into thousands of years worth of IABC members' collective experience for new ideas, fresh insights, mentoring and problem solving.
- Get the inside story on potential vendors such as printers, freelancer writers and designers
- Meet other IABC members who may be potential clients for your company.

Networking resources available to IABC members include:

- **Local chapter events**
- The searchable, **online directory of IABC Communicators** (the e-Worldbook), with contact information for 13,000 communicators across the globe (available at www.iabc.com)
- **MemberSpeak**, the online meeting place for IABC members to trade ideas, ask questions, and learn from others (available at www.iabc.com)

Communication World—IABC's award-winning, bi-monthly magazine features detailed analyses and articles on key communication issues, emerging trends, best practice case studies and articles on all aspects of the communication profession.

CW Bulletin, a monthly e-newsletter, delves deeply into topical communication issues and offers industry news, career development tips and current best practices.

IABC's Online Library puts a wealth of content at your fingertips, including Gold Quill Award-winning communication plans, *Communication World* and *CW Bulletin* archives, past IABC conference presentations and helpful web links.

Skills and experience gained through volunteering at your local chapter, with opportunities in marketing, finance, project management, meeting planning, public speaking and leadership.

Job Centre, the international job board at www.iabc.com/jobs, features worldwide listings of jobs openings specifically targeted to communication professionals.

The IABC Research Foundation (www.iabc.com/fdtweb) provides knowledge and understanding of the communication profession and its impact on organizational performance.

Member pricing on IABC products International Conference • Seminars, web seminars, teleseminars • Books and manuals • Research Foundation studies • Accreditation fees • Award entry fees

Affinity programs, which currently include:

- * Access to health insurance (U.S. only)
- * Discounts on Avis car rental, *Business Week* magazine (U.S. only), Airborne Express, Choice Hotels International, Link Conference Service, iWire press release distribution
- * Opportunity to take advantage of an IABC credit card (U.S. only).

Gold Membership
31-50 employees

Gold Membership includes:

- ⇒ **10% discount on the applicable membership fee for 31-50 of your company's employees.** (Applicable membership fee is determined by the member's locale. Dues consist of US\$175 international dues plus district and chapter dues, which are determined locally.)
- ⇒ **One Knowledge Centre resource manual** (PDF or hard copy) free of charge.
- ⇒ **10% discount (in addition to the already-discounted membership price) at IABC's annual International Conference.**
- ⇒ **10% discount (in addition to the already-discounted membership price) on IABC knowledge resources:** books, manuals, research reports.

plus

If your company commits and pays for a **two-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to two).
- ⇒ **12.5% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

If your company commits and pays for a **three-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to three).
- ⇒ **15% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

Your company's responsibilities

- ⇒ Membership for all participating employees paid with one company check or credit card number.
- ⇒ Identification of a key member of your communications team to be the liaison with **IABC**.
- ⇒ Single, coordinated registration (together with single corporate payment) for any **IABC** events.
- ⇒ Annual renewal of Gold Membership (if not initially committing to two or three year term).

NOTE

In accordance with the association's by-laws, membership in IABC remains the property of the individual. Should an employee leave your company he/she has the right to renew the membership at a later date. In the meantime, your company may substitute another employee to benefit from the partnership until the renewal date.

Gold Plus Membership
Up to 50 employees
Flat fee of US\$16,000

Gold Plus Membership includes:

- ⇒ **Membership for up to 50 of your company's employees.**
- ⇒ **Three Knowledge Centre resource manuals** (PDF or hard copy) free of charge.
- ⇒ **10% discount (in addition to the already-discounted membership price) at IABC's annual International Conference.**
- ⇒ **10% discount (in addition to the already-discounted membership price) on IABC knowledge resources:** books, manuals, research reports.

plus

One-day in-house training/seminar (maximum of 3 hours morning/2 hours afternoon) choice from a pre-determined list of available topics (venue/speaker travel/accommodation at cost of corporate member). Available topics include: employee communication, public relations, reputation and brand, communication strategy, technology, and skills development.

plus

- ⇒ **Membership for your VP of Communications to the exclusive Global VP Communications Round Table Forum** (small, exclusive group of global peers that meets at IABC conferences or online).

plus

- ⇒ **Preferential consideration to showcase your company** either by (1) contributing a corporate profile/case study highlighting your company's communication strategy in *Communication World* or (2) having your CEO deliver the keynote presentation at one of IABC's conferences demonstrating company-wide results achieved through effective communications strategy (both options at the discretion of IABC).

plus

If your company commits and pays for a **two-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to four).
- ⇒ **12.5% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

If your company commits and pays for a **three-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to five).
- ⇒ **15% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

Gold Plus Membership
Up to 50 employees
Flat fee of US\$16.000

Your company's responsibilities

- ⇒ Membership for all participating employees paid with one company check or credit card number.
- ⇒ Identification of a key member of your communications team to be the liaison with **IABC**.
- ⇒ Single, coordinated registration (together with single corporate payment) for any **IABC** events.
- ⇒ Annual renewal of Gold Plus Membership (if not initially committing to two or three year term).

NOTE

In accordance with the association's by-laws, membership in IABC remains the property of the individual. Should an employee leave your company he/she has the right to renew the membership at a later date. In the meantime, your company may substitute another employee to benefit from the partnership until the renewal date.

Silver Membership
16-30 employees

Silver Membership includes:

- ⇒ **7.5% discount on the applicable membership fee for 16-30 of your company's employees.** (Applicable membership fee is determined by the member's locale. Dues consist of US\$175 international dues plus district and chapter dues, which are determined locally.)
- ⇒ **One Knowledge Centre resource manual** (PDF or hard copy) free of charge.
- ⇒ **7.5% discount (in addition to the already-discounted membership price) at IABC's annual International Conference.**
- ⇒ **7.5% discount (in addition to the already-discounted membership price) on IABC knowledge resources:** books, manuals, research reports.

plus

If your company commits and pays for a **two-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to two).
- ⇒ **10% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

If your company commits and pays for a **three-year term**:

- ⇒ **One additional resource manual** (PDF or hard copy) free of charge (bringing the total to three).
- ⇒ **A 12.5% discount (in addition to the already-discounted membership price) on the above-mentioned IABC International Conference and products.**

Your company's responsibilities

- ⇒ Membership for all participating employees paid with one company check or credit card number.
- ⇒ Identification of a key member of your communications team to be the liaison with **IABC**.
- ⇒ Single, coordinated registration (together with single corporate payment) for any **IABC** events.
- ⇒ Annual renewal of Silver Membership (if not initially committing to two or three year term).

NOTE

In accordance with the association's by-laws, membership in IABC remains the property of the individual. Should an employee leave your company he/she has the right to renew the membership at a later date. In the meantime, your company may substitute another employee to benefit from the partnership until the renewal date.

Bronze Membership
5-15 employees

Bronze Membership includes:

- ⇒ **5% discount on the applicable membership fee for 5-15 of your company's employees.** (Applicable membership fee is determined by the member's locale. Dues consist of US\$175 international dues plus district and chapter dues, which are determined locally.)
- ⇒ **5% discount (in addition to the already-discounted membership price) at IABC's annual International Conference.**
- ⇒ **5% discount (in addition to the already-discounted membership price) on IABC knowledge resources:** books, manuals, research reports.

Your company's responsibilities

- ⇒ Membership for all participating employees paid with one company check or credit card number.
- ⇒ Identification of a key member of your communications team to be the liaison with **IABC**.
- ⇒ Single, coordinated registration (together with single corporate payment) for any **IABC** events.
- ⇒ Annual renewal of Bronze membership.

NOTE

In accordance with the association's by-laws, membership in IABC remains the property of the individual. Should an employee leave your company he/she has the right to renew the membership at a later date. In the meantime, your company may substitute another employee to benefit from the partnership until the renewal date.

Resource Manuals

When signing up for Gold, Gold Plus, or Silver Membership, your choice of these publications are free to your company for integration as a pdf file into your company Intranet or as a traditional book to add to your company library. Quantity of publications your company will receive is determined by level of corporate membership and length of commitment. Please see specifics in this brochure.

Management

Business Management for Communicators
Communication Competence and Business Success

Best Practices

Best Practices in Communication Planning and Implementation
(Featuring Gold Quill Award-Winning Case Studies)

Communicating Change

The Complete Guide to Integrated Change Communication
How Communication Drives Merger Success

Communication Planning

The Communication Plan
Managing the Communication Function

Consulting

The Successful Communications Consultant
(A Guide to Starting or Improving Your Consulting Business)

Crisis Communication

Crisis Management and Communication

Issues Management

Issues Management: Anticipation and Influence

Measurement

Measuring Organizational Trust
Communication Research Primer

Media Relations

Effective Media Relations: A Practical Guide for Communicators

Technology

Writing for the Wired World

Training

Face-to-Face: Communicating for Leadership
Communicating in the 21st Century Workplace