



London

Benefits of

IABC London Membership

Why become an IABC member?

- Because you consider communications a profession.
- You understand communications requires specific skill sets, training and ongoing education.
- You believe it is important to have a professional code of ethics.
- And you believe the best practices used by professional communicators distinguish them from other tacticians using the same skills or channels.
- IABC members elevate ourselves and our roles when we commit to the professionalization of communications.
- Access to resources from around the world: members only receive curated and original communication best practice articles, free webinars and access to an online learning curriculum through IABC International.

london.iabc.com



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Why join IABC London?

Solid Membership

- We have more than 125 registered members
- Our chapter experienced the highest rate of membership renewals of any medium-sized IABC Chapter in the world.

Involved Students

- 30% of IABC London members are students.
- By engaging and supporting students, we foster professionalism and a sense of community for newcomers. Students who join IABC develop a commitment to professional excellence they will hopefully carry with them throughout their careers.

Strong Financial Position

- Our chapter is fiscally responsible. We are in a strong financial position, with considerable savings in the bank for emergencies or key opportunities.

A History of Community Support

- Every year, we receive thousands of dollars in cash and in-kind sponsorship from dozens of London organizations. Many companies have a long history of supporting IABC – some as long as 20 years!

Must-Attend PD Events

- We host educational events on topics such as crisis communications, branding, donor communications and employee communications. Speakers include experts from national organizations such as Sick Kids and Maple Leaf Foods.