

# IABC Pacific Plains Region

## CHAPTER LEADER MEETING

April 11-12, 2014 / San Diego, CA



**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

PACIFIC PLAINS





# Engaging Members

*Best practices in attracting and retaining members and delivering membership value*

# Quick Pulse Check

- What is the greatest membership challenge facing your chapter?
- What is your top success story in recruiting and/or retaining members?

# Idea Brainstorm: What's Working

- Setting SMART goals for member recruitment and retention
  - International guide is 10% increase, 80% retention
- Member-only and member-targeted events...  
i.e. meet and greet with a professional development speaker before event
- Targeted and personal 1:1 outreach with prospects and members
- What else?

# Idea Brainstorm: What's Not Working

- Losing members because of changing contacts, positions
- We operate in a world of communications overload – what if we fail to break through the clutter
- What else?

# The 30,000-Foot View: Perspective from IABC International

## IABC Strategy “in a page”

<b>Vision</b>	IABC is the preferred community and resource for communication professionals working in diverse disciplines across the globe.		
<b>Strategy</b>	Focus on three fundamental pillars content, career and business in order to deliver greater value to members, while engaging with and influencing the wider business community to build the value of IABC and the communication profession		
<b>Strategic Priorities</b>	<b>Build and enhance the value of IABC-offered content</b>	<b>Develop roadmap(s) of the communication career continuum</b>	<b>Raise awareness of IABC as the definitive communication community and resource</b>
<b>Why</b>	<ul style="list-style-type: none"> <li>IABC helps members succeed in their jobs and careers</li> <li>IABC is the definitive resource for communication excellence tools, practices and research</li> </ul>	<ul style="list-style-type: none"> <li>IABC helps members succeed in their jobs and careers</li> <li>IABC is relevant to communication professionals at all stages of their careers</li> </ul>	<ul style="list-style-type: none"> <li>IABC stakeholders know, understand, commit and contribute to the success of the association</li> <li>IABC is a leading advocate for the communication profession and its value</li> </ul>
<b>How</b>	<ol style="list-style-type: none"> <li>Identify, define and support standards of the profession</li> <li>Focus on member content relevancy – disciplines, career continuum, geographies and cultures</li> <li>Broaden scope and delivery of content by leveraging chapters, regions and</li> </ol>	<ol style="list-style-type: none"> <li>Identify, define and support standards of the profession</li> <li>Develop/match learning and development programs to the career roadmap(s)</li> <li>Define/develop professional achievement and recognition at targeted levels of the career</li> </ol>	<ol style="list-style-type: none"> <li>Identify, define and support standards of the profession</li> <li>Leverage IABC content and professional development programs to build the IABC brand</li> <li>Engage and influence the wider business community to strengthen IABC's</li> </ol>

**Raise awareness of IABC as the definitive communication community and resource**

- IABC stakeholders know, understand, commit and contribute to the success of the association
- IABC is a leading advocate for the communication profession and its value

- Identify, define and support standards of the profession
- Leverage IABC content and professional development programs to build the IABC brand
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**Strategy**

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# The 30,000-Foot View: Perspective from IABC International

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## Creating member value

IABC members want practical advice, when and where they need it. They want to see how their association can help them develop their personal 'brand' equity to make them more marketable and distinguish themselves from others.

Making our members and ABCs 'heroes' is a way to help start addressing the issue of increasing brand equity. Member achievements, as highlighted through the work they have accomplished, should be the focus of external communication. This can be done by featuring member work awarded through Gold Quill, creating a speaker's bureau, and providing online communities for sharing and conversation between members.

# The 30,000-Foot View: Perspective from IABC International

- Members are IABC's "heart and soul"
- Recognition that declining membership trends must be reversed
- April as corporate member month
- New 2014 tools
  - Benefits overview
  - Marketing support for corporate and students
  - Member demographics
  - PowerPoint and video resources



# PPR Will Pay You For A Membership Campaign/Event

- IABC wants to support membership in all regional chapters
- Get \$300 for launching a membership recruitment campaign or event (\$150 more for a follow up after 6 months)
- Share back with the region about the initiative – your goals, tactics, results along with what worked and what didn't

# Additional Resources

- Your Chapter Advocate
- Member Management Area
- IABC Leader Centre
  - Templates and tools
  - Chapter Management Awards
  - Chapter member month
  - Member onboarding ideas
  - Recorded leader call on membership
  - And more



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