

= International Association of Business Communicators =

The International Association of Business Communicators ( IABC ) is a global network of communications professionals .

Each summer , IABC hosts World Conference , a three @-@ day event with professional development seminars and activities , as well as talks by industry leaders .

Decisions within the organization are made by a two @-@ thirds vote of the executive board , which is elected by members . IABC members agree to follow a professional code of ethics , which encourages members to do what is legal , ethical and in good taste .

= = History = =

IABC 's predecessor was the American Association of Industrial Editors ( AAIE ) , which was founded in 1938 . AAIE became a member of the International Council of Industrial Editors ( ICIE ) in 1941 . It withdrew from ICIE in 1946 over policy differences , but formed IABC when it merged again in 1970 . In IABC 's first year of operation , the association had 2 @, @ 280 members and was focused on internal communications . IABC 's research showed its members were moving into positions with broader public relations responsibilities and the association expanded its scope . In 1974 it merged with Corporate Communicators Canada .

In 1982 the association formed the IABC Research Foundation , which funded a study of 323 organizations in the 1980s to determine what made some public relations teams more effective than others . The study found that executive involvement in communications was the best predictor of effectiveness . The Research Foundation also looked into the status and pay of women in the public relations field , in a pioneering study called The Velvet Ghetto .

IABC had financial troubles in 2000 after losing \$ 1 million in an e @-@ business initiative called TalkingBusinessNow . In 2001 a grass @-@ roots initiative was started within IABC 's membership that eventually developed into the Gift of Communication program , whereby members donated their professional services to local charities . Membership grew 7 ? 9 percent each year in the 2000s due to an increasing number of practitioners in the field of internal communications . IABC hosted its first annual world conference in 2005 and grew to more than 16 @, @ 000 members by 2008 . That same year , IABC accredited Chinese citizens for the first time in the Accredited Business Communicator ( ABC ) program .

In 2009 the IABC Research Foundation conducted a survey that found 79 percent of respondents frequently use social media to communicate with employees . It also co @-@ authored a study the following year that found email and intranet were the most common internal communications tools among respondents .

For 40 years , the association offered an accreditation program called Accreditation for Business Communications ( ABC ) . By the time the program ended in 2013 , a total of 1 @, @ 003 people had earned ABC status . Though the program stopped accepting new applicants in September 2012 , ABCs will be recognized as long as they maintain their membership in IABC . A new professional certification program to replace accreditation with a more affordable , computer @-@ based process was proposed in January 2013 . The goal is to set an international standard for all communications professionals that will be recognized by an organization such as ISO17024 . The autonomous international group to oversee the creation of the new certification program ? the Global Communication Certification Council ? was appointed in February 2014 .

= = Organization = =

IABC offers professional , corporate , student and retired memberships . Representatives from different chapters and regions , as well as professional members , vote at the Annual General Meeting to elect members to the international executive board . The board can change dues , establish new chapters , create workgroups and remove members with a two @-@ thirds vote . IABC also has various committees focused on ethics , research , finance , auditing and others . All

positions within IABC are filled by volunteers .

IABC has more than 100 chapters worldwide in North America , Africa , Asia Pacific , and Europe .

= = Services = =

IABC hosts networking events and mentoring programs to help recent graduates connect with working public relations , marketing and corporate communications professionals . Most professional members join IABC to further their career advancement , professional development and to grow their professional network . IABC is no longer accepting new applicants for its Accredited Business Communicator ( ABC ) program , but a new certification program has been initiated that would involve computerized testing and renewals every three years . The new certification program will have two levels ; the first level being developed is for Communications Generalists .

IABC publishes a code of ethics , which has three principles : that professional communications be legal , ethical and in good taste . It says members should be sensitive to cultural values , as well as be truthful , accurate and respectful . Before 1995 , the code said " Communicators should encourage frequent communication and messages that are honest in their content , candid , accurate and appropriate to the needs of the organization and its audiences . "

IABC hosts the Gold Quill Awards , which are bestowed at three levels : Gold , Silver and Bronze . The Gold Quill is an international awards program that 's open to both members and non- members . The Silver and Bronze Quills are conducted at a local chapter level and open to both members and non @-@ members . The awards are bestowed for " creatively and effectively communicating " in measurable ways that contribute to the local community . In 2014 the Gold Quill has four divisions and more than 40 categories . Both the Gold Quill and some of the regional chapters offer special awards for college students .

= = Publishing = =

Brent D. Ruben and Stacy M. Smulowitz ( August 15 , 2007 ) . Core Communication : A Guide to Organizational Assessment , Planning and Improvement . International Association of Business Communicators . ISBN 1888015543 .

International Association of Business Communicators ( January 1982 ) . Without bias : a guidebook for nondiscriminatory communication . Wiley . ISBN 978 @-@ 0 @-@ 471 @-@ 08561 @-@ 4 .

Tamara Gillis ; IABC ( 21 March 2011 ) . The IABC Handbook of Organizational Communication : A Guide to Internal Communication , Public Relations , Marketing , and Leadership . John Wiley & Sons . ISBN 978 @-@ 1 @-@ 118 @-@ 01635 @-@ 0 .

IABC also publishes a monthly digital magazine Communication World . Recent issues have shared researched and first @-@ person , expert articles on connecting with Millennials , social intranets and crisis communications .