

EDUCATION ADVANTAGE

The International Association of Business Communicators (IABC) is a global network of professionals and students committed to improving organizational effectiveness through strategic communication. Since 1970, IABC has helped its members identify, share and apply the world's best communication practices. IABC has almost 15,000 members working in more than 80 countries through the world. IABC serves all disciplines of communication, including:

marketing • public relations • corporate communication • advertising • public affairs • writing • investor relations • editing • branding • social media

COMPLIMENTARY MEMBERSHIP FOR ONE YEAR

IABC is offering one year of membership complimentary to educators who are champions of IABC at their institution. The educator should market, grow and be a proponent of IABC in order to increase student memberships, and ideally will be the faculty advisor for a student chapter at their school.

- New members only • Must be a Professor • Currently teaching at a college/university •
- Part of a Communications, PR, Marketing, or Business department • One complimentary membership per institution •
- Willing to be a champion of IABC Student Memberships •

WHY START AN IABC STUDENT CHAPTER?

IABC has over 100 professional chapters and over 30 student chapters worldwide. Student members of IABC get all the same member benefits as professional members, at 20% of the cost. When you serve as faculty advisor to an IABC student chapter, you and your students will gain access to:

CONTENT

• **CASE STUDIES AND BEST PRACTICES**

IABC case studies, newsletters, and publications highlight real-world communication challenges to supplement and enhance academic learning.

• **PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

Tap into the latest trends in communication practices for a comprehensive picture of the industry in your area and across the globe through web seminars and local professional development sessions.

• **GUEST SPEAKERS**

IABC members include some of the most experienced and recognized practitioners in the profession. The IABC network gives you and your students a direct connection to the profession's leading experts.

EXPERIENCE

• **LEADERSHIP VOLUNTEERISM**

Students will gain real-world experience by becoming volunteer chapter leaders, developing knowledge of marketing, finance, project management, meeting planning and public speaking—with the bonus of adding these activities to their resume.

• **ACCESS THE HIDDEN JOB MARKET**

Get insider advice on companies, job types and available positions in IABC's Job Centre, and receive member-only access to internships.

• **AWARDS AND RECOGNITION**

The Student Gold Quill Awards competition recognizes excellence in communication at the undergraduate and graduate school levels. Judges evaluate students' critical thinking and tactical skills in identifying a communication need, creating and implementing a solution and assessing results.

COMMUNITY

• **CONNECT WITH THE LOCAL BUSINESS COMMUNITY**

Your local IABC professional chapter can provide mentors, office tours, networking opportunities and a variety of other resources for you and your students to connect with local professionals.

• **NETWORKING OPPORTUNITIES**

IABC members work in virtually every field in communication, allowing students the opportunity to learn and explore the wide range of opportunities available to them in the profession.

Learn More at <http://www.iabc.com/student>