

IABC OTTAWA

MEMBERSHIP TOOLKIT

Helping You Make

The Case For Your

IABC Membership



## Helping Ottawa communicators, marketers and creative professionals grow in their careers and succeed in their jobs

Founded in 1970, the International Association of Business Communicators (IABC) is a global professional network, with more than 15,000 communications and marketing professionals in over 80 countries. Within this global setting, the IABC Ottawa chapter allows its members to tap into a wealth of resources and networks that increase its members' value as communicators.

Locally, IABC Ottawa offers regular professional development and networking events, industry-recognition awards, and other initiatives to promote excellence.

IABC Ottawa members possess a variety of experience, with representatives from the government, non-profit, healthcare, technology and creative industries. Close to 20% of the Ottawa membership are senior communicators, who have been with IABC for 10 – 20 years.

### How an IABC membership enhances your career

- **Networking:** Being a member of IABC Ottawa helps forge relationships with influential communicators, locally and internationally. But don't just take our word. [Hear what members have to say](#) on our website
- **Professional Development:** To strengthen community knowledge and skills, IABC Ottawa hosts regular [events and workshops](#), presented by local, national and international communications leaders
- **Expert Content:** IABC Ottawa produces content for Ottawa communicators and beyond, with regular newsletters and social media content. [The Voice podcast](#) shines a spotlight on communications talent and leading industry topics
- **Affinity Programs:** Members can access exclusive discounts with local and national partners



OTTAWA

Join us or renew your membership today at

[www.iabc.com/join](http://www.iabc.com/join)

View local information at

[ottawa.iabc.com](http://ottawa.iabc.com)

Follow us!





## Talk to your employer about an IABC membership

Your employer stands to benefit - whether they support your personal membership, or invest in a corporate membership.

Tips for talking to your employer

- It is always best to talk to your employer in person
- To help build your case, start by attending a few IABC events and reporting back with new contacts and new skills you have acquired
- Explain how these new insights and connections can help your current projects and organization at large
- Invite your manager and colleagues to accompany you to events
- Share IABC content, newsletters and resources with your employer, and invite them to subscribe (for free) for insights and a taste of IABC
- If your employer seems hesitant, ask yourself what their main concerns could be. Is it time away from the office, is it money, or is it other concerns? Once you have an idea of the sticking points, you can begin to address these in your conversations. If you can demonstrate value gained from IABC – such as new knowledge, skills, contacts and networks, etc. – then you can show return on investment for the money and time spent, by connecting your new relationships and information to corporate goals

**If at any time you need support or answers from IABC, please email [membership@ottawa.iabc.com](mailto:membership@ottawa.iabc.com) or call us at the number provided on the website.**

Additionally, sample emails are provided in an appendix within this toolkit, to help you discuss IABC membership options with your employer.





## Membership options

IABC Ottawa offers a variety of membership packages to meet the needs of individual members. Membership types include: Professional, Student, Student Transition, Retiree memberships and Corporate packages. Visit the website for more information.

Membership runs for a 12-month period and begins immediately upon receipt of application and payment at IABC World Headquarters. Once a year, membership rates are adjusted to reflect the current exchange rate. Currently, IABC membership fees set CAD and US dollars at par.

Membership Type	Cost: \$ CAD <sup>+</sup>
Professional	\$314*
Transitional Student Eligible within 1 year of graduation	\$187
Student Must be enrolled full-time	\$ 49
Retiree	\$ 50.76*
Corporate	Discounts vary by size of group and location of members. Email <a href="mailto:member_relations@iabc.com">member_relations@iabc.com</a> for a quote.*

\* New and lapsed professional members pay an application fee (excluding student and transitional student members):

- Online applications: CAD\$30
- Fax/mail/phone applications: CAD\$40

+ Pricing as of November 2013 and subject to change. [Please consult the website](#) for up-to-date information.



## More incentives to join:

**Convenient and affordable membership:** Payments can be spread across four monthly installments.

**Corporate membership:** Organizations with five or more members enjoy deeper discounts on international events and resources, plus own all of their memberships. So when an employee leaves the organization, the IABC membership can be transferred to another staff member.

Learn more about IABC's [Corporate Packages](#) on the website.



## Who else has invested in an IABC Ottawa membership?

Members come from a variety of prominent organizations, including:



OTTAWA

Join us or renew your membership today at  
[www.iabc.com/join](http://www.iabc.com/join)

View local information at  
[ottawa.iabc.com](http://ottawa.iabc.com)

Follow us!







## Hear from our members

“IABC has been a springboard for my company to reach a global audience of communicators.”  
– *Caroline Kealey, Senior Communicator and Business Owner.*

“I have been in touch with so many interesting people who have helped me further my career. And this has expanded my knowledge base of communications and it has really helped me network. My only regret is that I didn’t join sooner.”  
–*Rebecca Ford, Communications Professional.*

“I run to IABC all the time when I am searching for templates, processes, and case studies. I go to events and meet people who are offering services that I need, and so much more.”  
– *Tracey Walden, Communications Manager.*

“IABC has been that network I can go to for help. And thanks to IABC, I have been able to build my career exponentially with the networking I have done, the information I have learned, and the people I have met.”  
– *Kristine D’Arbelles, Manager, Public Affairs.*

“Having been a student for many years, I’m well acquainted with the fear-factor of entering the competitive real-life workforce. It wasn’t until I joined IABC that I realized there’s a community of communications professionals right here in Ottawa who are here to help open doors, share experiences and give valuable advice for the road ahead. I tell every student I meet, don’t miss the opportunity to join while you’re still in school!”  
– *Kristina Martin, Recent Graduate, and Research and Communications Professional.*

“I wish I had found IABC when I was in the earlier stages of my career, to help guide my thinking, remove some of the silos that can take place within an organization, and to use communications as an enabler and integrator for an organization.”  
– *Dyna Vink, ABC, Director of Communications.*



## **Appendix: Sample emails**

### ***Helping you make the case for your IABC membership***

#### **1. Request time to speak to your employer**

In-person conversations are always best (when possible).

*Sample email*

Dear <employer>,

I would like to request a meeting to discuss a professional development opportunity that could help improve my skills and connect me with influential networks in Ottawa.

Please let me know a time that works for you.

Thank you,  
<Name>

#### **2. Make your membership request**

Your employer might not have time to meet and may instead ask you to send him/her information via email. First, consult the IABC Ottawa website for current pricing to insert in your email. Also check to see whether there are any member discounts or specials on offer or coming soon.

*Sample email provided on next page.*





Dear <employer>,

I would like to discuss the possibility of getting an IABC membership.

*<Insert a few benefits from this toolkit that are relevant to your organization; don't be afraid to tailor these benefits to suit your role.>*

*<Example for an agency professional>:*

Being a member of IABC would not only allow me to connect and learn from other industry leaders, but would also give me the opportunity to pursue business development opportunities for our organization and grow our networks.

The cost of a membership is <insert price>.

*<If a discount is available, add the following sentence:>*

However, if I join now <insert discount/promotional offer>.

Please note we also have the option to spread payments across four monthly installments.

I invite you to visit IABC's website to view the full list of member benefits: <http://ottawa.iabc.com/>

I would be happy to present this idea to you in person. Please let me know if there is a time you are available to discuss this further.

Thank you,  
<Name>.

---

**So, what are you waiting for? Join or renew your membership today!  
Your career will thank you.**

**View details online or email [membership@ottawa.iabc.com](mailto:membership@ottawa.iabc.com).**

**IABC**  
INTERNATIONAL  
ASSOCIATION  
OF BUSINESS  
COMMUNICATORS

OTTAWA

Join us or renew your membership today at

**[www.iabc.com/join](http://www.iabc.com/join)**

View local information at

**[ottawa.iabc.com](http://ottawa.iabc.com)**

Follow us!

