



International Association  
of Business Communicators  
Malaysia

<http://www.iabc.com.my>



## IABC Membership

Meet. Network. Learn.

Join IABC: <https://www.iabc.com/join>



## About us

Founded in 1970, The International Association of Business Communicators provides a professional network of about 15,000 business communication professionals in over 80 countries. During these years IABC has set the standard of global excellence for professional communicators - as well as helping forge invaluable business connections & lifelong friendships.

Some of IABC's corporate members include:

- AT&T
- Bank Australia
- **Bose**
- Canadian Western Bank
- Department of Communications (Australia)
- **DuPont Malaysia**
- **Ernst & Young LLP**
- Goodwill Industries
- Hallmark Cards, Inc.
- **IKEA**
- **KPMG**
- Liberty Mutual Insurance
- **LinkedIn**
- Manulife Financial
- **Mercedes-Benz Financial Services**
- **Pricewaterhouse Coopers**
- QBE Insurance
- Qualcomm
- **Royal Bank of Canada**
- **Siemens**
- Tata Group
- **The Dow Chemical Company**
- The World Bank
- **United Parcel Service (UPS)**

A vibrant global association with **thousands of members** from around the world, representing many of the Global **Fortune 500** companies





## How IABC benefits corporations and communicators

IABC saves you and your team time by providing the most cutting edge content and educational resources that allow you to find what you need quickly to solve your professional challenges, enhance your perspective, and stay abreast of innovations and trends in the field.

### The robust member's area

An online library of how-to articles, podcasts, videos, peer-reviewed research, fresh insights and case studies of successful communication in the real world. Accessible 24 hours a day, it can help guide you through countless professional situations.

### Skip "trial and error" with Industry Best Practices

From crisis management, to measuring the impact of your communication - tap into years of collective experience to gain new ideas, fresh insights and problem solving assistance with the backing of industry best practices from around the globe.

### Learn from award winning case studies

Access to Gold Quill award winning case studies, and proven business strategies, from organisations around the world. Your team can identify steps to take, and implement in your company, to support your business goals.

Stay informed of  
**emerging trends**  
& **best practices**,  
join a community,  
**gain recognition**  
for your work and  
**learn from top**  
**experts**





## Local chapter benefits

### Professional development

IABC Malaysia hosts learning labs, workshops and panel discussions featuring expert speakers throughout the year, connecting participants to key influencers.

Our programmes cover a wide variety of topics and trends. A few examples include:

- Managing Crisis Communication
- Knowing Your Media: Print, On-line & Broadcast
- LinkedIn For Communicators
- Drawing Value from Research
- Brand Ambassadors in Social Media

### Networking & online community

Connect with other communicators from around the region. Our active online community regularly features articles on relevant topics and the latest trends.

If you're looking to expand your social network, there's no better place than an IABC chapter.

## Regional benefits

You will have access to events, webinars and other resources provided by IABC Asia Pacific. Our active IABC APAC community and leaders have won numerous awards at the International level.

IABC members will  
take your call,  
**join you for  
coffee, share  
ideas, engage  
in problem  
solving**, and help  
enhance your  
career





## International benefits

### Annual World Conference & FUSION Regional Conference

An opportunity to learn from experts in a multitude of communication areas, while also networking with colleagues who attend from around the world.

### Communication World (CW)

IABC's monthly digital magazine is for members only and provides access to more in-depth content on **leading-edge communication topics**.

### Gold Quill Awards

The only global program designed to recognize the broadest spectrum of communicators. Submit your best work in areas as diverse as branding, research, employee engagement and social media. Showcase your talents and earn industry recognition.

### The IABC Academy

**Webinars, online workshops and face-to-face training** that help you stay current on topics that are important for professional and personal growth.

### GCCC Certification

IABC's Communication Management Professional (CMP) certification is recognized internationally as the standard of communication excellence. Earn CMP certification, and engage in a process of lifelong learning to keep your skills fresh and relevant.

IABC keeps you  
**connected** with  
people,  
recognition,  
**credentials**, and  
job **opportunities**  
to help move your  
career forward





## Join IABC Malaysia

IABC offers several types of memberships – from Individual Professionals, Group Memberships (for 5 people or more) to Corporate Memberships.

### Individual Professional Membership

Type	Fee (USD)	Approx.
New	\$196 annually	~ RM 830
Renewal	\$196 annually	~ RM 830

\* All charges are in USD. The conversions above are based on RM 4.16 = USD \$1. Please refer to your bank for the latest currency exchange rates.

### Group & Corporate Memberships

Group memberships qualify for additional discounts based on the number of members. For information on the group and corporate benefits, visit the link below or get in touch with us for more information.

<http://www.iabc.com.my/membership/corporate/>

## Membership Form

To join IABC Malaysia please fill out the online membership form at: <https://www.iabc.com/join/>

Need help?

- Email: [hello@iabc.com.my](mailto:hello@iabc.com.my)
- Phone: +603 7874 7005 (Kristy)

“The membership benefits that I had been enjoying these past 21 years have played a huge role in my professional development as a communication practitioner.

The award-winning case studies in the annual Gold Quill competition are useful knowledge-sharing, the IABC publications and webinars provide excellent updates on what is trending in the global industry arena and the networking opportunities during the annual World Conferences; regional and local chapter events are remarkable”

**Aisha Rashid**  
Samanea PR

**Invest in your career.  
Invest in you.**