



International Association
of Business Communicators
London

IABC LONDON PROFESSIONAL DEVELOPMENT
COMMUNICATION PLAN

Version *1.0*
updated: 08/24/2016

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1 NEED/OPPORTUNITY

The purpose of this communication plan is to support the Professional Development portfolio of IABC London in promoting the season’s events to the association’s stakeholders. One of the key functions of IABC London is to provide educational, networking and celebratory activities at least once a month to members and non-members. This communication plan outlines the audiences and means of promoting the Professional Development events to the audiences using the available communication channels.

2 AUDIENCE IDENTIFICATION AND ANALYSIS

Audience	Attributes
IABC London members	Internal audience, members who pay annual registration to be a part of IABC London. Have a built-in expectation of monthly professional development events. Expect a discount on event registration costs as part of their membership. Primarily work in public relations, marketing, design and communication. 33% of members are students. Looking for networking, education and celebration events. IABC London has ability to email members directly. As of August 2016, there were 156 members.
Non-members of IABC London – external London community members	External audience. London professionals who are interested in networking with other professionals, and interested in educational professional development sessions. They could have an in-built interest in a particular topic or speaker due to employee or organization affiliation... or could be interested in a particular topic due to educational desires. Attendees at professional development events are a key audience for prospective membership recruitment. They could have an awareness of IABC London and follow the association’s communication channels, or be completely external and learn about events through the speaker/speaker’s organization or through external communication channels. Most would be working professionals in the London area as well as students.

3 OBJECTIVES

The following are the overall objectives for the IABC London Professional Development portfolio in the 2016-2017 season:

1. Host a monthly Professional Development event throughout the season, with a variety of speakers/topics that appeal to all levels of membership.
2. Maintain a balanced budget for the portfolio for the season.
3. Increase attendance at the monthly Professional Development sessions, growing total attendance for the year by 10%, and increase attendance by non-members by 5%.

4 MEASUREMENT OF OUTCOMES AND OUTPUTS

1. Measure whether members found events relevant and appealing by conducting a post-season survey.
2. Analyze portfolio's budget at the end of the season to establish whether a balanced budget was met.
3. Measure attendance at Professional Development events for the season to determine if a 10% increase in attendance was met and if a 5% increase in non-member attendance was met.

5 KEY MESSAGES FOR PROFESSIONAL DEVELOPMENT EVENTS

1. IABC London events are affordable, relevant and support members' and non-members' interests in learning, networking and celebrating/socializing.
2. IABC London events offer a variety of topics that appeal to members at all career and life stages.
3. IABC London invites input from members into what topics and speaker appeal to their interests.

6 COMMUNICATION TACTICS

The following tactics will be used for each Professional Development event to support the communication objectives and reach the audiences:

1. Chapter Administrator sets up event registration on IABC London's event registration platform (Karelo)
2. Web Liaison posts event on IABC London website using event description written by Professional Development team
3. Social Media Liaison shares event on IABC London social media channels using messaging written by Professional Development team, with all board members and liaisons to rebroadcast
4. Email-Blast sent by Chapter Administrator using messaging written by Professional Development team
5. Brief Connect Newsletter article promoting event written by Professional Development team sent to Connect liaison
6. Community Outreach Liaison sends posts event to external community event listings

PROFESSIONAL DEVELOPMENT EVENT CRITICAL PATH

- set price
- Confirm topic/date
- Book venue: confirm max number of participants/seats
- Speaker(s) signed on
- Set event budget/catering details
- Create event images
- Write event description
- Get speaker(s) bio/photo
- Determine registration closing date and communicate to Chapter Administrator

Communication (see PD communication plan for reference)

- schedule and record Facebook Live promotional video
- Chapter Administrator sets up event registration on IABC London's event registration platform (Karelo)
- Web Liaison posts event on IABC London website using event description written by Professional Development team
- Social Media Liaison sets up event on Facebook page
- Social Media Liaison shares event on IABC London social media channels using messaging written by Professional Development team, with all board members and liaisons to rebroadcast - including Facebook event
- Email to board and liaisons telling them to promote event
- Email-Blast sent by Chapter Administrator using messaging written by Professional Development team
- Brief Connect Newsletter article promoting event written by Professional Development team sent to Connect liaison
- Community Outreach Liaison posts event to external community event listings
- FB/Twitter/LinkedIn ads

Post-Event

- Write thank you note for speaker(s)
- Review post-event Connect write-up with communications committee
- Send photos to Communications Committee/Social Media Liaison