



IABC Corporate Membership **Helps Improve Business Results**

01 The Impact of Business Communication

A look at three business communication examples and their affect on the bottom line:

INTERNAL COMMUNICATION AND CHANGE MANAGEMENT

01

A significant improvement in communication effectiveness is associated with a **29.5%** increase in market value.¹

United Airlines lost nearly **\$1 billion** in market capitalization in the hours after its **2017 violent customer incident**; A poor initial crisis communications response was partially to blame.²

02

CRISIS COMMUNICATION

BUSINESS GROWTH

03

PR generates lead conversion rates **10 to 50** times that of advertising conversions.³

02 Effective Business Communicators Matter



Business communicators' **top three** needs to be effective for your organization⁴

01

To **keep current** with new communication issues and developments

02

Access to peer-to-peer **knowledge sharing**

03

To learn **new skills** and **acquire knowledge**

PROFESSIONAL DEVELOPMENT MATTERS

Employees who have access to professional development are **15%** more engaged in their jobs, and perform at consistently high levels.⁵

Employees with professional development opportunities have **34%** higher retention.⁵

03 IABC Corporate Membership Increases Effectiveness

How **IABC Corporate Membership** connects your entire team to insights and people that drive business results:



Unlimited access to IABC Academy, a dynamic, online education platform offering dozens of self-paced and on-demand courses that can be completed online from anywhere, and are based on the Global Standard of the Communication Profession



Member-only access to communication-focused content including research, award-winning case studies, best practice work plans, e-books, *Communication World* magazine, and free, monthly webinars available live or on demand



Educational pathway to CMP and SCMP certification, including application fee waivers and opportunity to host one exam annually at corporate location of choice



The Hub, IABC's private online collaboration platform providing access to a global community of communication professionals to discuss and seek solutions to daily challenges



Free or discounted registration to the IABC World Conference, the premier annual professional development event for the communication industry

IABC's programs and initiatives are aligned to the Global Standard of the Communication Profession, ensuring consistency and credibility throughout all efforts.

¹"Connecting Organizational Communication to Financial Performance – 2003/2004 Communication ROI Study" (2003). Watson Wyatt & Company, 3 November 2003

²McAllister, R. (2017). Crisis preparedness and its impact on shareholder value. Continuitycentral.com. Retrieved 21 March 2018, from <http://www.continuitycentral.com/index.php/news/resilience-news/2238-crisis-preparedness-and-its-impact-on-shareholder-value>

³Why Public Relations And Media Relations Don't Mean The Same Thing Anymore. (2014). Fast Company. Retrieved 21 March 2018, from <https://www.fastcompany.com/3034498/why-public-relations-and-media-relations-dont-mean-the-same-thing-anymore>

⁴2016 IABC Member Research Analysis

⁵The Impact of Professional Development: Exclusive Research. (2018). Better Buys. Retrieved 22 March 2018, from <https://www.betterbuys.com/lms/professional-development-impact/>

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International Association of Business Communicators