



## 2019 Chapter Management Awards Work Plan

**Chapter:** IABC Victoria

**Category:** Professional Development

**Division 1:** Large chapters

### Defining effective professional development

Providing highly effective professional development that meets the needs of IABC Victoria members is a critical component of our value proposition. Among our strategies for delivering highly effective professional development are making it useful, making it relevant, and making sure that our members start practicing it as soon as possible. We define effective professional development as structured professional learning that results in changes in practices and improvements in learning outcomes. Our number one goal is to increase our members' credibility and value as strategic communication professionals.

IABC Victoria's principles of highly effective professional development are:

- **Champion collaboration:** create space for communication professionals to share ideas and collaborate in their learning.
- **Use models of effective practice:** provide our members with a clear vision of what global communication best practices look like.
- **Provide coaching and expert support:** this involves the sharing of expertise about evidence-based communication practices, focused directly on a communication professional's individual needs.
- **Offer feedback and reflection:** provide time for our members to think about, receive input on, and make changes to their practice by facilitating reflection and soliciting feedback, helping them to move toward expert visions of communication practice.
- **Sustained duration:** provide our members with adequate time to learn, practice, implement, and reflect upon new strategies that facilitate changes in their communication practice.

### Goals and objectives

The IABC Victoria Board year runs from February. We meet for a half-day strategy meeting in early March to focus on what the board wants to accomplish during the upcoming year. These goals and objectives were set during this meeting.

Our **overarching goal** is to deliver an exclusive professional development program that elevates IABC Victoria's brand and reputation, promotes the value of membership and increases our members' credibility and value as strategic communication professionals.

#### Our objectives:

- Increase tangible member-only benefits and recognition by providing four professional development opportunities (i.e. one per quarter) of mixed models and delivery that are aligned with global standards for the communication profession and certification requirements – in addition to IABC Academy offerings.
- Elevate the appeal of professional development opportunities with an increase in professional development attendance, including at least 20% of IABC Victoria members attending Fusion 2018 (IABC Asia-Pacific Regional Conference) held in September in Melbourne, Australia.



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- Increase the diversity and quality of professional development offerings with at least 75% of attendees rating their overall experience as either 'Excellent' or 'Very Good'.
- Boost participation in IABC Gold Quills and certification:
  - Develop promotional campaign around IABC Gold Quills and certification
  - Host certification exam at Fusion in 2018 with at least five IABC Victoria members participating

### Budget

At IABC Victoria our aim is to ensure professional development events are cost neutral or revenue positive. We implement pricing structures to meet the needs of a local marketplace, making professional development opportunities available to all IABC Victoria members and work diligently to nurture our relationships with our chapter partners and network of communication experts who give to IABC Victoria members generously.

The table below shows the budgeted and actual income and expenses for professional development events held and/or planned between March 2018 and February 2019.

Event	Budgeted Income	Budgeted Expenses	Actual Income	Actual Expenses	Net Profit/Loss
Strategic advisor masterclass	\$2,585.00	\$673.50	\$1,892.00	\$697.80	\$1,194.20 profit
Design thinking workshop	\$1,510.00	\$843.00	\$1,245.00	\$578.00	\$667.00
Crisis simulation workshop	\$3,375.00	\$904.18	\$2,250.00	\$904.18	\$1,456.00 profit
Certification roundtable	Nil (free event)	Nil: In-kind Facilitation, event space and refreshments provided in-kind by chapter partner	Nil	Nil: In-kind	Nil
Certification exam	Nil	Nil: In-kind Event space and refreshments provided in-kind by chapter partner	Nil	Nil: In-kind	Nil
Gold Quill Awards webinar	Nil (free event)	Nil: In-kind Webinar platform provided in-kind by chapter partner, presenter's time provided in-kind by presenter	Nil	Nil: In-kind	Nil
Agile communication workshop	\$8,980	\$2,035	In progress	In progress	Not available
<b>TOTALS:</b>	<b>\$16,450.00</b>	<b>\$4,455.68</b>	<b>\$5,387.00</b>	<b>\$2,179.98</b>	<b>\$3,317.20 profit</b>

*\*\*The full-day agile communication workshop is still being planned, so the actuals and net profit/loss details are not yet available.*



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### Implementation

IABC Victoria engaged with local, regional and global communication experts to provide strategic communication content and facilitation for its professional development programs.

### Our research

IABC Victoria asks participants for feedback after each professional development event to gather views and opinions on their overall satisfaction with the event topic, facilitator, content and logistics and to gather their input on future topics. In addition, the board distributes a member survey every few years to gather opinions, comments, and feedback from IABC Victoria members and subscribers. The results from these surveys are critical in helping us plan a professional development program that meets member and prospective member needs. A survey was sent to all IABC Victoria members and subscribers in 2017. The survey asked respondents to rank a list of potential professional development topics from 'most important' to 'least important' and provide their ideas for other topics of interest. The results of the last survey were used to plan the 2018 IABC Victoria professional development program, enhancing membership value for both members and prospective members and increasing the likelihood we would meet our satisfaction objectives. IABC Victoria will continue to conduct this type of research in 2019.

### Our audience

With 295 financial members (as at 10 December 2018), and a non-member peer network of over 500 communication professionals, IABC Victoria (Australia) is the largest IABC chapter outside of North America and the fifth largest chapter globally – a distinction we value highly and work incredibly hard to preserve. We're also a very eclectic and vibrant group of communication professionals in terms of the range of disciplines our members practice across the communication spectrum, and the range of communication practitioner types and interests our chapter represents and needs to cater to. Many of our member work for multi-national companies, top tier banks, boutique consultancies, creative agencies, infrastructure businesses, not-for-profits and local, state and federal government authorities. The chapter also serves the needs of students at local universities across Victoria.

While we're a part of a burgeoning and economically powerful region of the globe, IABC Victoria faces some different challenges to those of our North American and European counterparts. Our geographic isolation means the capacity of our members to tap into other chapters' events, the IABC World Conference, Leadership Institutes and many other IABC professional development and networking opportunities is more limited. The cost of travel and accommodation and time needed to travel long distances can also act as a significant barrier.

The 'market' in relation to professional organisations that support the communication function is well contested in Victoria. A very active and well established chapter of PRIA (the Public Relations Institute of Australia) is the most obvious competitor for individual members, although competition also comes from the Arthur W. Page Society, Australian Marketing Institute, Gartner (formerly CEB) and the Centre for Corporate Public Affairs.

As such, it's imperative that our local brand is strong, and that we deliver diverse and tailored content, professional development programs and networking and connection opportunities that meet the needs of our varied membership.



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Key to our central purpose of keeping the IABC and our chapter brand strong, and taking a leadership role in the development and evolution of our profession is an effective, relevant and sustainable chapter professional development program.

### Promotion

IABC Victoria uses email to announce professional development events, as well as the chapter website and social media platforms (LinkedIn and Twitter). We have a large following on social media which allows us to promote easy-to-consume content where our audiences spend most of their time. We promote our professional development events at least six weeks prior to the scheduled date although most people still wait until the last minute to register to attend. Email marketing and social media posts are sent out weekly informing people of the event which includes a description of the topic, information about the facilitator, learning outcomes, location, time and registration fees. A final reminder is sent a day or two prior to the event and this usually increases last minute registrations. See work samples for examples of our promotional collateral.

### The importance of learning outcomes

IABC Victoria is committed to providing its members with a clear idea of what can be achieved by attending one of our professional development events. Our members have told us that they want to be able to apply the knowledge they gain in their roles and organisations as quickly as possible, so we clearly define what participants will be able to do after they've attended one of our events. The Chair of Professional Development works closely with facilitators to define these learning outcomes and ensure the event content and structure allows us to meet this goal. At the end of each event, we work with facilitators to provide a tangible takeaway that participants can keep referring to, which usually includes a wrap-up of the learnings, key messages, and in the case of webinars, a copy of the recording.

As a good example of this, following our recent Gold Quills webinar, we also shared a free ebook that Claire Watson ABC, MC (webinar presenter) had produced exclusively for our participants. See work samples for a copy of the free ebook.

### Measurement

At the conclusion of each face-to-face professional development event, participants are asked to complete a hard copy feedback form. Webinar participants are sent an electronic version immediately following the conclusion of the webinar. The purpose of the feedback form is to capture their overall satisfaction with the event facilitator, program topic, content, workbook and materials, and logistics. The form allows participants to provide a rating between 1 (poor) and 5 (excellent) on: facilitator approach and style, facilitator knowledge, event content, event structure, organisation, refreshments and venue. There are also a number of questions that allow for free-text comments where participants can provide additional feedback on what they found most useful, their opinions on how the event could have been improved, whether they would attend another IABC Victoria professional development event, ideas for future topics and what comment they'd share with others about the event. The results are shared with the board following the event at the next board meeting to assist with planning future events. The feedback we've gathered has been overwhelmingly positive and many have taken the time to provide constructive suggestions about how we can improve our professional development events. Below is an overview of the feedback results from 22 March to 24 October 2018.

Date	Event	# Members	# Non-members	Facilitator satisfaction (1-5)	Content/structure satisfaction (1-5)	Logistics satisfaction (1-5)
22 Mar	Strategic advisor masterclass	22	0	4.75	4.4	4.2
30 May	Design thinking workshop	18	10	Only anecdotal feedback was collected following this event.		
27 Jun	Crisis simulation workshop	13	0	4.8	4.75	4.7
10 Aug	Certification roundtable	3	1	5	5	5
9 Sep	Certification exam	8	0	Only anecdotal feedback was collected following this event.		
24 Oct	Gold Quills webinar	20 people registered for the webinar – 15 attended. The number of members vs. non-members is unknown.		4.7	4.7	4.7
<b>OVERALL SATISFACTION LEVEL</b>		<b>79</b>	<b>11</b>	<b>4.8</b>	<b>4.7</b>	<b>4.65</b>

### A sample of participant feedback

- *Very insightful, practical and accessible – so worth it! More than any other course, this really simulated the true events likely to be experienced in a crisis.*
- *This was a great session! People pay big dollars for these workshops.*
- *It doesn't matter how senior you are there is something in the course for everyone. It provided some really useful tools and tips that can easily be put into practice.*
- *Great tips for adopting a strategic approach. Definitely worthwhile completing.*
- *This practical simulation was so valuable in learning how to manage an escalating crisis under pressure, navigating changing messages, approvals and differences of opinion and working to a resolution.*
- *Was a brilliant session, thanks for organising.*
- *It's great to have this recognition of our expertise, knowledge and experience, and rewarding to have got through such a rigorous verification process. Thank you for your encouragement and support. I am not sure I would have done it otherwise.*

### Results

IABC Victoria successfully met the professional development goals and objectives set by its board for 2018 as follows:

Objective	Result
<p>Increase tangible member-only benefits and recognition by providing at four professional development opportunities (i.e. one per quarter) of mixed models and delivery that are aligned with global standards for the communication profession and certification requirements – in addition to IABC Academy offerings.</p>	<p>Objective met: Ran five professional development events of mixed models from March to November 2018 and have planned for a sixth in early 2019.</p> <ul style="list-style-type: none"> <li>▪ Half-day strategic advisor masterclass</li> <li>▪ Two-hour design thinking workshop</li> <li>▪ Half-day crisis simulation workshop</li> <li>▪ Two-hour certification roundtable</li> <li>▪ One-hour webinar (IABC Gold Quills)</li> <li>▪ Full day agile communication workshop (in progress – for 2019)</li> </ul> <p>All expert facilitators provided their services to IABC Victoria in-kind.</p>
<p>Elevate the appeal of professional development opportunities with an increase in professional development attendance, including at least 20% of IABC Victoria members attending Fusion 2018 in September.</p>	<p>Objective met: Each professional development event was well attended. This was the first time this type of professional development has been provided by IABC Victoria.</p> <ul style="list-style-type: none"> <li>▪ Half-day strategic advisor masterclass (22 participants)</li> <li>▪ Two-hour design thinking workshop (28 participants)</li> <li>▪ Half-day crisis simulation workshop (13 participants)</li> <li>▪ Two-hour certification roundtable (4 participants)</li> <li>▪ One-hour webinar (IABC Gold Quills) (15 participants)</li> </ul> <p>In addition, 75% of Fusion 2018 attendees were from Victoria. Of these a total of 66 were IABC Victoria members which is 22% of our total membership base.</p>
<p>Increase the diversity and quality of professional development offerings with at least 75% of participants rating their overall experience as either 'Excellent' or 'Very Good'.</p>	<p>Objective met: Based on the feedback we gathered, 100% of participants rated their overall experience as either "Excellent" or "Very Good".</p>
<p>Boost participation in certification and IABC Gold Quills:</p>	<p>Objective met: IABC Victoria organised and hosted the first ever certification exam to be held in Australia – at Fusion 2018. A total of</p>

<ul style="list-style-type: none"> <li>- Develop promotional campaign around Host certification exam at Fusion in 2018 with at least five IABC Victoria members participating</li> <li>- Develop promotional campaign around IABC Gold Quills and certification</li> </ul>	<p>eight IABC members sat the SCMP exam – six of whom were from IABC Victoria – five gained their SCMP certification.</p> <p>Here are our chapter’s first certified graduates:</p> <ul style="list-style-type: none"> <li>▪ Adrian Cropley OAM, FRSA, SCMP</li> <li>▪ Sia Papageorgiou FRSA, SCMP</li> <li>▪ Zora Artis GAICD, SCMP, FAMI CPM</li> <li>▪ Christine Elmer SCMP</li> <li>▪ Jo Curkpatrick SCMP</li> </ul> <p>A further three people have already expressed interest in sitting a future SCMP exam (date TBC).</p> <p>As a result of our success in facilitating the very first certification exam in Australia and only the second in our region, IABC Victoria’s Professional Development Chair was asked to co-present a session on certification at the Asia-Pacific Leadership Institute in September with global IABC Chair, Ginger Homan.</p> <p>Our promotional campaign around Gold Quill awards began with a webinar with internationally-recognised communication expert Claire Watson ABC, MC. We also worked with our corporate partner New Mac to produce a series of promotional videos with 2018 IABC Victoria Gold Quill winners that we are using to encourage our members to submit their best work in the 2019 Gold Quill program. These videos have been uploaded to our website and are being used on social media. As the 2019 Gold Quills program has not yet closed, we cannot include IABC Victoria entrant numbers at this stage.</p>
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