

IABC Africa Drumbeat

AUGUST 2024



International Association
of Business Communicators
Africa Region

Dear IABC Africa members,

Since our last newsletter and AGM, the IABC has been a hive of activity. I was fortunate to have attended the [2024 IABC World Conference](#) in Chicago, USA, together with several delegates from the Africa Region, in July.

It was the second time I have been to the World Conference, so I arrived eager to learn and excited to meet up with friends that I'd made two years ago in New York.

What struck me about this year's conference was that it started and ended on the topic of listening. I found this poignant because as communicators we often find ourselves creating material for others to read/watch/listen to, and don't spend the time listening to our audiences.



The opening speaker was [Oscar Munoz](#), former CEO of United Airlines, who explained that a big success factor in turning around the failing organisation, was conducting hundreds of listening tours over 37 days, with employees at all levels. It resulted in him having a solid understanding of what the critical pain points were for employees and customers.

I believe that his focus on listening is what made his 'people-first' leadership style so effective. In his words: "The concept of me going out and listening to everybody was how we developed our strategy. It was important to appeal to their sense of strong professional pride, and then match that pride with the resources, procedures, and alignment that they needed to actually do their job."



The closing speaker was Julian Treasure, a sound expert, author and TED Talk speaker. Understanding how to listen better, will make us better speakers and presenters, as demonstrated in his TED Talk [here](#). Julian encouraged us to reacquaint ourselves with silence, "to recalibrate our ears," and offered a few acronyms to practice better listening. The next time you're in conversation, try RASA: receive, appreciate, summarise, ask (open ended questions). I felt that his tips could help the world sound more beautiful!

I had quite a few 'aha' moments during the conference, one in particular was around the power of creating a strong sense of belonging and culture by using 'exclusive' and 'sticky' language - more on that in the next quarterly update!

Finally, there were many sessions on artificial intelligence, however a recap of these learnings will require a separate article in the next newsletter!

If you have never been to a World Conference, I do highly recommend it. Next year's conference is in Vancouver, Canada between 8-11 June 2025.

Gold Quill Awards Ceremony Sparkles

In July we recognised the 2024 Gold Quill Award winners from Africa at a special event in Gauteng, South Africa. Together with industry leaders and the IABC Africa Region Board, we took a moment to celebrate communication excellence.

Click [here](#) for to learn more on the 2024 Gold Quill Award winners in Africa and the IABC Special Awards recipients in Africa.



Professional accreditation increases impact



In June, we welcomed **Adedoyin Jaiyesimi** (left) from Nigeria as the 11th SCMP® in the Africa Region, followed by **Anne-Marie Palmer-Ikuku**, also from Nigeria, who became our 12th SCMP® in August.

There is still time to register before the next accreditation examination in October.

Professional certifications through [GCCC](#) allow you to demonstrate your knowledge and expertise and provide evidence of your outstanding abilities. Click here to find out more or contact info@iabc.co.za for more information.

Thought leadership

How social impact communication can create strategic business value

I am pleased to share an article written by Karlien Delpont Botha SCMP®, senior coordinator for certification on the IABC Africa Board, on the important role of social impact communication.

Click [here](#) to read more how integrating social impact communication into business strategy can drive business value and create long-term sustainability.



Boost employee engagement and productivity: the future of internal communication



In July we hosted a webinar on how to boost employee engagement and improve the quality of internal communication, with Federico Tozzi, CEO of CLA, and Shungu Malikongwa, Senior Manager of Brand and Employee Communication at Debswana. Drawing on insights from the [Gallagher State of the Sector 2024 report](#), the dialogue centred on key areas for improvement and integrating innovative communication solutions into existing strategies.

Preparing for the 2024 IABC Silver Quills

Over the past three months, we have presented a webinar series based on the IABC Global Standard.

In “The road to communication excellence,” each webinar focused on a topic fundamental to the communication profession. In June, experts discussed identifying the business need and understanding the business strategy, in July, the importance of research to make sure your solution is custom fit, and in August, using clear goals and SMART objectives to develop a global standard solution.

On 4 September 2024, André Oberholzer, Group Head Corporate Affairs at Sappi, and Ilse Olivier, freelance/independent communication strategist and leadership coach, will discuss measuring and evaluating – how to prove that your work makes a business impact.

Reserve your spot by sending an email to info@iabc.co.za.





The 2024 Silver Quill awards programme launched on the 20th of August with a brand new look! Visit www.iabc.co.za for all the information you need and look be sure to join the special webinar on compiling a winning entry on 11 September.

Events and webinars



Ask the experts in-person event

27 August at 07h30 SAST

Participating in this event unlocks the power of our IABC network. Engage with communication professionals, tackle real-world issues, and walk away with practical solutions. This session offers a unique opportunity to learn from seasoned experts, share experiences, and grow as a community.



How to use Canva for your communication needs – directly from the Canva specialists in Australia!

18 September at 10h00 SAST

Canva is revolutionising communication with its innovative tools. Join us for the "Get to Know the New Canva Experience" webinar. Canva specialists from Australia will introduce you to the platform's new features, including the Magic Studio AI tools and internal communication kits. This session is perfect for communication professionals and graphic design teams looking to create visually engaging content quickly and efficiently.

The webinar is free and counts towards CMP and SCMP hours.

Register today at info@iabc.co.za.



WAIG: Adaptive Crisis Communication in the face of Shifting Government Policies

IABC West Africa Interest Group (WAIG) held a webinar on 18 July on "Adaptive Crisis Communication in the face of Shifting Government Policies." The session, which was attended by over 80 participants, discussed how organisations can navigate the complexities of policy changes. The feedback was largely positive and the recording on YouTube has enjoyed a considerable number of views. Watch the [YouTube link](#) here.

I look forward to engaging with you on our various learning and connection platforms. Keep the light of communication excellence in Africa burning!

#AfricaInspires #CommsLeadersAfrica

I encourage you to leverage our incredible network of communication professionals and to keep using communication to create value!

Yours in communication excellence

Camilla Osborne - SCMP®

IABC Africa Chair



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