

IABC Africa Newsletter



International Association
of Business Communicators
Africa Region

Dear IABC Africa members,

The first two months of 2024 flew past in a blur of activity for the IABC, as I'm sure they have for you.

We started the year with a training workshop featuring award-winning author Chris Fenning. He shared tips from his latest book on how to communicate effectively in the first minute. To find out more feel free to reach out to [Karlien](#) or visit Chris' [website](#).

In February, Sola Abulu became the second Nigerian and the tenth person to attain SCMP accreditation in Africa. Our IABC Africa chapter is dedicated to increasing the number of accredited African communication professionals in the next five years, and we've kicked off our Certification awareness drive in earnest this year!

We held two webinars in February about the process of registering for this remarkable professional development experience. You can view the first webinar [here](#), to learn more about the benefits of getting certified. The second session focused on how to complete your application process for the accreditation exam; you can view the second webinar [here](#). Please connect with [Christine](#) if you are interested in getting certified as a CMP or SCMP!

We've also had a strong focus on ethics in communication. It was exciting for me to be featured in an IABC Catalyst article together with our Vice Chair, Yemi Adeyemi. The article shares global perspectives of communicators' ethical challenges and reveals the profession's current landscape and future direction as it relates to ethics. You can read the full article [here](#).

The IABC also recently published its Guiding Principles for the [Ethical Use of Artificial Intelligence \(AI\) by Communication Professionals](#). These Guiding Principles are groundbreaking for us as professionals and they provide the global standard for our code of conduct relating to AI. The IABC intends on updating these principles from time to time as emerging technology continues to advance. The principles complement the [IABC Code of Ethics](#) and other [IABC guidelines](#). I highly recommend reading through these principles and becoming familiar with them. We welcome your views on the new guiding principles and look forward to hearing how you are applying it in your communication practices.

In March, one of our Board members will be publishing an op-ed about communication ethics in our region. We will share this as soon as it is published. March and April will be focused on IABC members. If it's time for your renewal, or new members join during these months, there are free and discounted training bundles up for grabs on [IABC Advance](#)! Here are three of the latest trending webinars that are free for IABC members and count towards your accreditation:



[click here](#)



[click here](#)



[click here](#)

Did you know

that as an IABC member you can also join Special Interest Groups (SIGs) for free to have regular deep dive sessions and build your professional network in your area of interest? More communication about member benefits will be shared soon. You are invited to share it with your networks to help us share our message with future members.

In other news, the IABC has signed a Memorandum of Understanding with the Association of Change Management Professionals® (ACMP®). This will help further IABC's offering to communication professionals in the field of change management, for as we know, change is our only constant! Read more about this collaboration [here](#).

Lastly, I would like to encourage everyone to follow us on [LinkedIn](#) and WhatsApp to receive the latest information. Click on this [link](#) to join the WhatsApp group and connect with other amazing communication professionals! You can also learn more about the work we are doing in our profession on our [website](#).

This Friday, 8 March, we mark International Women's Day. Please join me as we honour and pay tribute to the incredible women in our network and profession!

I look forward to staying in touch and seeing you at our next webinar or training session! Please let me know what you would be interested in learning more about this year.



Yours in communication excellence,
Camilla Osborne (SCMP)
IABC Africa Chair
Camilla@projectlastmile.com



My top tip for March!

Grow your professional network on LinkedIn! I recommend that this month you extend your network by connecting with our IABC Africa Board members on LinkedIn:

IABC Africa	IABC Africa
Camilla Osborne (SCMP)	Camilla Osborne
Yemi Adeyemi	Yemi Adeyemi
Dr Amanda Hamilton-Attwell	Dr Amanda Hamilton-Attwell
Christine Breet (SCMP)	Christine Breet
Babs Naidoo	Babs Naidoo
Theresa Lee	Theresa Lee
Nkem Emezie-Ejinima	Nkem Emezie-Ejinima