

IABC Africa Drumbeat

MAY 2024



International Association
of Business Communicators
Africa Region

Dear IABC Africa members,

A few weeks ago, winners of the IABC's prestigious global [2024 Gold Quill Awards](#) were announced. The awards highlight communication excellence across several areas of specialisation. I was thrilled to see seven of the winners were from our region, four of whom received an Excellence award, and three a Merit award.

With 378 entries from 17 countries, it is very encouraging to see Africa communicators being recognised on the global stage. Earning a Gold Quill award is not easy. Each entry undergoes rigorous evaluation by a Blue-Ribbon Panel of seasoned professionals from across the world.

We plan to hold a special in-person event in July to celebrate our winners and learn more about the unique strengths of the case study they submitted. **Please look out for an invitation soon!**

2024 Gold Quill Winners (Africa)

- **Excellence in Nonprofit Sector Communication:** The Data Driven Districts programme team from the New Leaders Foundation
- **Excellence in Special and Experiential Events:** Kirsty Niehaus CMP from Nando's
- **Excellence in Special and Experiential Events:** The team from the University of the Free State, South Africa
- **Excellence in Social Media:** Lindiwe Moss from Kumba Iron Ore Kolomela Mine
- **Merit in Communication Training and Education:** Christine Breet and Thérèse Lee from Christine Breet Communication
- **Merit in Communication Training and Education:** Sean Aspeling from Anglo American
- **Merit in Writing:** Ilse Blank, SCMP

Ongoing professional development and networking

As a region, IABC Africa is proud to have more than 10% of our membership as accredited communicators. With the addition of our latest accredited SCMP® Riana Sinden, we now have four CMP® and ten SCMP® in our region!



GLOBAL COMMUNICATION
CERTIFICATION COUNCIL
An IABC Initiative

Did you know that professional certifications through [GCCC](#) allow you to demonstrate your knowledge and expertise and provide evidence of your outstanding abilities? Learn more from two SCMPs® who share their journey about the value of becoming an accredited communicator.



[Christine Breet – SCMP®](#)



[Ilse Blank – SCMP®](#)



In addition to being recognised as a world class communicator, the IABC also offers numerous learning opportunities to further your career, through webinars and the sharing of publications and papers.

Our [IABC West Africa Interest Group](#) hosted a webinar recently titled **“Communication Leadership: From Reactive to Responsive Communication.”** Speakers talked through the importance of fostering a culture of transparency, active listening, and adaptability, and provided tips on how to empower your team to anticipate, understand and effectively respond to stakeholder needs and concerns. Watch the full webinar [here](#).



We also hosted a webinar this month (also known as Africa Month) focused on **Asset Based Community Development and Social Development Communication.** The experienced panel held an interesting discussion on how to empower communities through asset identification and create meaningful communication that fosters sustainability. You can watch the full webinar [here](#).



In a few weeks I will be representing **IABC Africa at the IABC's World Conference in Chicago from 23 to 26 June!** Under the theme “Communication creates” the conference offers an incredible learning, networking, and socialising opportunity. It's not too late to register! If you are attending, please join me at our regional reception that we are co-hosting with EMENA and APAC on 23 June. For more information and to register, follow this link: <https://wc.iabc.com/>.



Insights and recognition

IABC Circle of Fellows #100

Our past chair and current Director of Governance, [Dr Amanda Hamilton-Attwell ABC | CPR | IABC Fellow](#) recently shared her insights and top tips alongside other communication Fellows. Watch the full video from our thought leaders [here](#).



We are also excited to announce that Amanda is also representing Africa on the IABC's International Executive Board.



News Flash: Dr Amanda Hamilton-Attwell ABC | CPR | IABC Fellow was recently admitted as a Fellow of the [Centre for Strategic Communication Excellence](#) in recognition of her contribution to the profession. Congratulations Amanda! You continue to set a high bar!



Take a moment to learn about the top trends in this year's **Gallagher State of the Sector Report**. Download the full report [here](#) on internal communication trends, including global insights from 2 300 communicators who took part in the annual survey.

Are you maximising your membership benefits?

Whether you are looking to connect with fellow global communication professionals, access educational resources to further your career, gain distinction through GCCC certification programmes or simply stay on top of the latest news in the global communication industry, **IABC membership is here for you.**

Members enjoy exclusive benefits, including:



Connections to help you advance.

Find mentors and tap into a global network of peers for answers to pressing questions through **The Hub**, a private online community for IABC members only.



Tools to leverage for results.

Access critical information when you need it, from an online library that includes award-winning case studies, webinars, podcasts and more.



Content to keep you informed.

Stay current with **Catalyst** articles and other content on critical industry topics delivered to your inbox.



Learning to stay sharp.

Keep growing with discounts on professional development through **IABC Advance** online courses, the **IABC World Conference, Gold Quill Awards**, and local events.



Credentials to raise your profile.

Get discounts on professional certification through the **Global Communication Certification Council (GCCC)**.

Only members receive significantly reduced rates for IABC's signature offerings, including the World Conference, Gold Quill Awards, Online Master Classes, and its global certification initiative through the GCCC.

In addition to specific benefits, IABC members receive **intangible rewards** from a community of like-minded communication professionals: the chance to make **friends**; to diversify your **perspective** and **challenge** the status quo; to **collaborate** on a local project or a global initiative; to **share ideas** and **advance** the profession.

This combination of detailed benefits and unquantifiable rewards has been at the foundation of IABC for over 50 years, serving tens of thousands of current and former members.



Join us for our AGM – 6 June 2024



We are pleased to announce that IABC Africa will hold its **Annual General Meeting** (AGM) from 08:00 to 08:45 SAST on Thursday, 6 June 2024. The AGM will take place virtually via Zoom.

The purpose of the AGM is to conduct association business and elect the members of the Regional Executive Board (REB). All IABC members from the Africa Region are invited to attend.

Voting at the AGM

All members in good standing can vote at the Annual General Meeting. The members will vote on the board members for 2024/24.

Registration

To ensure that we have a quorum we encourage as many members as possible to join. Please indicate your attendance by replying via mail to info@iabc.co.za.

Celebrating African excellence on Africa Day

This year we marked Africa Communications Week leading up to Africa Day on 25 May with a celebration of communication excellence in Africa!

If you would like to connect with any of our Board members, or engage on any of the topics shared today, please reach out!

#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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