



# IABC Africa Drumbeat

NOVEMBER 2024

## Letter from our Chair

Dear IABC Africa members,

As we reflect on the pivotal events of this year, elections worldwide have highlighted the profound role of communications in shaping political landscapes, informing voters, and fostering civic engagement. This year has been described as the largest and most significant election year in history. More than 70 countries held national elections in 2024, impacting approximately two billion voters and around half the world's population.

In democratic processes from Nigeria to South Africa, Zimbabwe to Mozambique – not to mention the United States, the role of media and strategic messaging has never been more critical, or more scrutinized. Amid increasingly polarized environments, the communication strategies employed by candidates, media outlets, and citizens alike have shaped voter perceptions, mobilized grassroots campaigns, and ensured that pressing issues are brought to the forefront.

Social media platforms, digital advertising, and real-time updates have all been instrumental in giving candidates and advocates a voice, while also posing challenges to maintain truthful, unbiased discourse. In an era where misinformation can spread rapidly, the stakes are high: the public's access to credible information can determine the outcome of elections and influence national policies for years to come.

These election cycles have underscored the responsibility of communication professionals to maintain trust and credibility. As communication experts, we have the unique opportunity—and responsibility—to support informed participation in democracies worldwide. IABC offers our industry the global standard of excellence that helps guide this work. As we close out this year, we hope you have found the resources we've offered helpful, and we look forward to sharing some of our plans for 2025 with you in this newsletter.

I hope everyone has a lovely festive season and that 2025 is a promising year for us all. 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**

Yours in communication excellence

**Camilla Osborne - SCMP®**  
IABC Africa Chair



# 2025

## Membership renewals and incentives

This year, IABC Global's membership campaign has taken a slightly different track for existing and new members. This campaign is important as it marks the start of the IABC's transition to annual dues.

**From January 2025, all membership cycles will be January to December**, with members renewing their fees in January for that calendar year.

Because of this, if you renew your membership this side of 2024, you'll be entered into the following raffles to win:

- November: A \$20 Amazon gift card
- December: A complimentary 2025 World Conference registration

All new members who join in November or December 2024, will receive the balance of the year's membership fees for free. 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.

With multiple membership options and flexibility when it comes to payments, you can choose the membership that best fits your lifestyle and career goals.

Reach out to us on [info@iabc.co.za](mailto:info@iabc.co.za) to learn more about our different membership types:

- IABC membership
- IABC+ membership
- Group IABC membership
- Student membership
- Campus to Career membership
- Early Career membership
- Retired membership



## 2024 IABC Silver Quill Awards

We're delighted to report that this year's IABC Africa Silver Quill Awards has attracted exceptional professional communication projects again. Winners will be announced at an online awards event on **Tuesday, 19 November 2024 at 16h00**.

"Past winners have told us that winning an IABC Africa Silver Quill Award has bolstered their credibility within the industry and their organisation, as well as with their peers and clients. It also proved that their strategic communication work was undeniably valuable," says Thérèse Lee, Director for Quills, IABC Africa.

**If you would like to attend the online awards announcement on Tuesday, 19 November, please email [info@iabc.co.za](mailto:info@iabc.co.za) and join us in our celebration of communication excellence.**



# GOLD QUILL AWARDS

## Entries open for 2025 IABC Gold Quill Awards

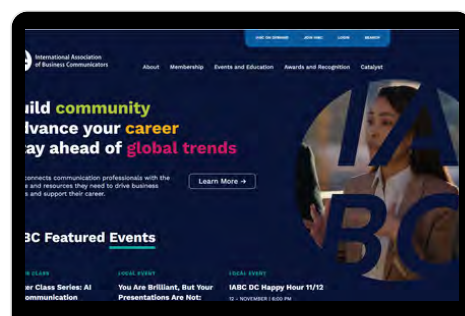
For 55 years, IABC's Gold Quill Awards have recognised and awarded excellence in strategic communication worldwide. Gold Quill is the only awards programme that honours the dedication, innovation and passion of communicators on a global scale. Submissions for the 2024-2025 Gold Quill Awards are now open.

The **early bird deadline is 8 December 2024**. Get more information [here](#).

### Explore the new IABC website

IABC's new website is here! We are thrilled to present a brand-new look and design that brings accessibility, ease of use and navigability to the forefront of your user experience.

Visit <https://www.iabc.com>



### Take our 3in1 poll: What's on your mind about ethics?

**Global Ethics Month** (observed in February) is an important time for us as professional communicators to reflect on the ethical challenges we face and to strengthen our commitment to integrity and transparency in our work. To ensure our upcoming campaign is relevant and impactful for IABC Africa members, we're inviting you to provide input on the most pressing ethical issues you encounter. Your feedback will help us shape a focused campaign that addresses the real needs of our diverse community across Africa. **Our three-question poll will take you less than one minute to complete.** We look forward to hearing from you. Click here to take our [Ethics Poll](#).

### Boost your communication career with professional accreditation

If you're a communication professional in Africa, the Strategic Communication Management Professional (SCMP) and Communication Management Professional (CMP) certifications, offered by the Global Communication Certification Council (GCCC), can be invaluable assets in your career. These globally recognised certifications give you a competitive edge, demonstrating your expertise and commitment to the highest standards in the field.

The SCMP and CMP certifications are highly regarded worldwide, backed by ISO accreditation.

If you would like to know more about accreditation, reach out to IABC Africa on [info@iabc.co.za](mailto:info@iabc.co.za) and we'll guide you on your path of professional development.



GLOBAL COMMUNICATION  
CERTIFICATION COUNCIL  
An IABC Initiative

For communication professionals in Africa, certification has several benefits:

**Boost professional credibility**  
**Career progression**  
**Enhanced skills and knowledge**  
**Recognition in your field**  
**Flexibility**  
**Influence and impact**  
**Professional credibility with ISO accreditation**  
**Raise industry standards**

In case you missed it...

Catch up on your learning and professional development

## Webinar: Stakeholder engagement in the age of activism

In September our IABC West Africa Interest Group (WAIG) held a successful webinar on **“Stakeholder engagement in the age of activism: strategies for success.”**

Organised by IABC Africa Deputy Chair, Yemi Adeyemi, and moderated by moderated by Sola Abulu (SCMP®) the esteemed panel included Adejobi Olumuyiwa of Nigeria Police Force, Adeleye Fabusoro of CNBC Africa and Forbes, and Anne Ezech of African Export-Import Bank (Afreximbank).

They discussed strategies that equip business leaders, communicators, and legal professionals with the tools and insights needed to navigate these complexities.



Catch up on the full webinar [here](#). You can also subscribe to [IABC WAIG's YouTube channel](#) to stay up to date.

## CommsSpark session creates a buzz

In September, IABC Africa Region hosted a lively in-person CommsSpark session, and the conversation was buzzing! We talked about reframing our roles as strategic communicators and value creators for organisations. We also touched on a big concern: students are not taught to think strategically, so what role can we play to close that gap.



From left to right: Riana Sinden, Karlien Botha-Delport, Thérèse Lee, Christine Breet, Lize Brand and Roslyn Jones.

We're looking forward to the next CommsSpark, where we'll dive into the role of HR as a key partner in communication. Don't miss out—it's going to be another exciting discussion!

## IABC Circle of Fellows Podcast:

### Mental wellness for communication leaders

Board member and Past Chair for the Africa Region, Dr. Amanda Hamilton-Attwell (ABC, CPR, IABC Fellow) was invited to share her insights on the **“Circle of Fellows” Podcast #108** on the important topic of mental wellness for communication leaders.

According to data, half of PR, marketing, and communication professionals reported experiencing severe stress, anxiety, or burnout multiple times each year. Two in five PR professionals feel pressure and/or anxiety from their job every day. And 60 percent of PR professionals have experienced mental ill-health, while 89 percent have struggled with mental well-being.

Catch up on this podcast and discover how to cultivate resilience, manage stress, and lead with compassion, not only for your teams but also for yourself. [Click here](#) to listen to the entire conversation.



## Clever resources



### Canva “Glow up” session tips

We recently convened a member event with Canva specialists from Australia, where they shared all their exciting updates during a special “Glow Up session.”

If you missed the session you can watch the recording on [IABC Africa YouTube](#).

Here are some helpful resources that were shared during the Glow up session:

- [Canva 101 workbook](#)
- [Brand kits](#)
- [Work kits](#)
- [Docs](#)
- [Presentations](#)
- [Your Apps](#)
- [AI Photo Editing](#)
- [Pricing](#)
- [Keyboard shortcuts](#)
- [Design School](#)



### Kick-start your learning in 2025 with insightful webinars

As part of IABC Africa's commitment to innovative learning, we're excited to announce a series of expert-led webinars designed to equip communication professionals with innovative skills.

**Save the last Wednesday of every month** to invest in yourself, and look out for more information about our guest speakers and the content we will cover.



#### Innovative Research Methods

Join us to explore unconventional research methods beyond traditional surveys, bringing fresh approaches to data collection and insights.



#### Using AI for Content Creation

We will learn how to leverage AI tools to enhance content creation, optimising both quality and efficiency.



#### LinkedIn Like a Pro

In this session we will learn how to build a powerful LinkedIn presence, from profile enhancement to strategic networking.

These sessions represent just the start of a transformative year in professional development, empowering our members with knowledge that aligns with the evolving communications landscape. Look out for invitations to attend these and other exciting events that are leading innovation in our profession.

## Connect with us



email Enquiries: [info@iabc.co.za](mailto:info@iabc.co.za)



Website:  
IABC Africa: [www.iabc.co.za](http://www.iabc.co.za)  
IABC Global: [www.iabc.com](http://www.iabc.com)



LinkedIn: [IABC Africa](#)  
LinkedIn: [IABC WAIG](#)



Facebook: [IABC Africa](#)



YouTube: [IABC Africa](#)  
YouTube: [IABC WAIG](#)