

IABC Africa Drumbeat

SEPTEMBER 2025

Building Momentum, Together





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Letter from our Chair

Dear IABC Africa members,

It is with great excitement and a deep sense of responsibility that I welcome you to this edition of Drumbeat, my very first as Chair of the IABC Africa Regional Board. I am humbled to take on this role at such a pivotal time for our region and inspired by the energy and dedication of our members across Africa, who continue to raise the bar for communication excellence.

Our region is rich in diversity, talent, and potential. During my tenure, our vision is to:

- **Grow and strengthen our membership base** while creating more value for our members
- **Deepen collaboration** between the Interest Groups in West and East Africa, and the centre in South Africa, to share knowledge and best practices
- **Elevate professional standards** by encouraging more of our members to pursue IABC's globally recognised CMP® and SCMP® certifications

Did I say my vision? No. Our vision. I speak for the board members, all dedicated professionals, whom I am privileged to lead at this point in our history. But the board cannot do this alone. You are needed.

I am proud to share that **our membership is already on an upward trajectory**. We have seen growth in membership numbers and believe that with the new Member Lite category, we can raise the numbers even higher. Much of this has been fuelled by our FOMO (Fear of Missing Out) strategy, which has successfully converted curiosity into commitment. By highlighting the real benefits of belonging—networking, professional development, mentorship, and access to global opportunities—we have made membership not just desirable but essential.

As we move forward together, I invite you to contribute your ideas, energy, and creativity. Let us continue to support one another, tell Africa's stories with authenticity and impact, and build a vibrant professional community that resonates across the globe. Together, we can position IABC Africa as the leading voice of professional communication across the continent.

Thank you for trusting me to serve. I look forward to an exciting journey with you.

Warm regards,

Yemi Adeyemi PhD, SCMP®

IABC Africa Chair



Meet Your New Board: Leadership for Excellence

We're delighted to introduce the IABC Africa Regional Board for 2025-2026—a dynamic team of communication professionals committed to advancing our region's influence on the global stage.

Board Directors



Chair: Dr. Yemi Adeyemi, SCMP® Strategic Communications Leader with over 20 years of experience spanning banking, global firms KPMG and Cadbury, and currently Nigeria LNG Limited. Yemi is a certified SCMP® and passionate advocate for African communication excellence.



Past Chair & Director of Governance: Camilla Osborne, SCMP® Communications, marketing and reputation management specialist with 15+ years of experience. Currently, Strategic Communications Lead for Project Last Mile, applying private sector expertise to public health challenges across Africa.



Vice Chair: Christine Breet, SCMP® Seasoned freelance consultant with over 30 years spanning non-profit, government, and private sectors. Winner of multiple IABC awards, including the International Best of the Best Award and Gold Quill recognition.



Treasurer: Theresa Lee, SCMP® Corporate communication expert with 30+ years across diverse industries. Winner of the 2023 IABC Gold Quill Best of the Best award in Communication Training & Education, and 2013 Communication Star at Saint-Gobain.



Director of East Africa Interest Group: Carol Warui Ogilvy Seasoned communications expert with extensive knowledge in Corporate Communications, Sustainability Marketing, and PR2.0. Led Coca-Cola East and Central Africa Franchise communications for over five years.



Director of West Africa Interest Group: Chisimchere Chukwu-Ndunaga, SCMP® Communications professional with expertise in brand strategy, corporate storytelling, and content development. Currently Corporate Communications Lead at Nigerdock, with over a decade of experience across FMCG, financial services, healthcare, and energy sectors.



Director of Quills Awards: Elsabe Coetzee Business Lead with 30+ years in communication strategy and executive development. Founder of CommStrat Communication & Ideation, with expertise spanning manufacturing, healthcare, entertainment, agriculture, and engineering.



Director of Professional Development & Events: Riana Sinden, SCMP® Independent consultant specialising in corporate communication, change communication, and stakeholder management. Holds a master's degree in Public Relations Management and serves on the IABC Africa Blue Ribbon Panel.

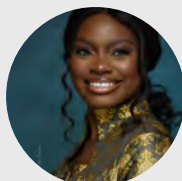
Senior Coordinators

Our senior coordinators represent the next generation of IABC leadership, bringing fresh perspectives and specialised expertise:



East Africa Interest Group:

Athieno Stella Marion



West Africa Interest Group:

Njideka Agbo



Quill Awards:

Tashila Hans



**Professional Development
& Events:**

Adedoyin Jaiyesimi, SCMP®



Membership Communications:

Nengi Amadi, CMP®



Digital Communications Officer:

Abigail Bailie



Board Advisor:

Dr. Amanda Hamilton-Attwell,
IABC Fellow



IABC Africa Secretariat:

Natalie Patch

*Detailed profiles of all
board members are
available at
www.iabc.co.za*

Africa's Voice on the Global Stage Representing Excellence Internationally

We're proud to share that IABC Africa members are making their mark on international committees, ensuring African perspectives shape global communication standards:

- **Camilla Osborne** – Regional Director, International Executive Board (IEB)
- **Christine Breet** – Chair, Professional Development Committee & Member, Membership Committee
- **Theresa Lee** – Member, Finance Committee & Awards Committee
- **Nengi Amadi** – Member, Diversity, Equality and Inclusion Committee
- **Wisdom Chapp-Jumbo** – Member, Fellows Selection Subcommittee

Opportunities for international leadership are available to members who are open to volunteering. Committee nominations typically open annually around March, providing pathways for members to contribute to global IABC governance and influence communication standards worldwide.

Our extensive global representation elevates African voices in international decision-making and creates opportunities for other members to follow these leadership examples.





IABC launches new membership category! Member Lite - Making IABC More Accessible

You may have seen the news that globally, IABC has launched a new membership category.

Member Lite is perfect for those new to IABC and just wanting a taste of what IABC has to offer, or for past members who are price-sensitive.

Launched on 1 October 2025, Member Lite is part of a broader drive to increase membership and streamline IABC membership categories to make it easier for new and existing members to choose the best membership option.

IABC's main membership categories have now changed to: **Membership Lite, Professional and Plus**. Many of you are Membership Professionals and we recommend continuing at this level as many of your benefits will fall away if you opt for Member Lite. See the table below for a benefit comparison.

IABC Africa Member Benefits

	Member Lite (USD 115)	Member Pro (USD 235)	Member Plus (USD 420)
Professional Development			
Free IABC Africa online webinars	✓	✓	✓
Paid IABC Africa webinars	No Discount	Free	Free
Paid IABC Africa Masterclasses	No Discount	Full Discount	Full Discount
International Member-exclusive webinars	✗	✓	✓
IABC On Demand Resources	✗	✓	✓
International Career Centre	No Discount	Free	Free
Silver Quills			
Online training	✓	✓	✓
Entry discount	No Discount	Full Discount	Full Discount
Gold Quills			
Entry discount	No Discount	US\$140 off list price	US\$140 off list price



	Member Lite (USD 115)	Member Pro (USD 235)	Member Plus (USD 420)
Certification			
SCMP & CMP online training	No Discount	Free	Free
SCMP & CMP entry discount	No Discount	US\$300 off list price	US\$300 off list price + free recertification
Leadership Opps & Networking			
Board participation	✗	✓	✓
In-person meet-ups	✓	✓	✓
Whatsapp Group membership	✓	✓	✓
International IABC Committee participation	✗	✓	✓
Access to new international benefits (Mentorship programme & Leadership Institute)	✗	✓	✓
International Online Community	✓	✓	✓
International Shared Interest Groups	✓	✓	✓
International & Local conferences	Up to 5% discount	Up to 25% discount	Up to 25% discount
Content			
Catalyst Newsletter	✓	✓	✓
Catalyst Premium (all access & research)	✗	✓	✓
Member Bulletin	✓	✓	✓

What is Member Lite?

Just \$115 USD annually, this entry-level membership delivers core IABC benefits, including:

- Access to **Shared Interest Groups** (SIGs)
- **IABC's Online Community** for global networking
- **IABC Catalyst** basic content access
- **Monthly IABC Bulletin** with industry insights
- **Sponsored webinars** for professional development
- **5% discount on IABC World Conference**
- Eligibility to volunteer at the regional level

It is ideal for:

- **New professionals** exploring IABC membership
- **Students and early career** communicators (replacing Early Career and Campus to Career categories)
- **Cost-conscious professionals** wanting core IABC benefits
- **Organisations** looking to support multiple team members affordably

Note, current Early Career and Campus to Career members will automatically renew as Lite members in 2026.

Our ask

As a current member, Member Lite is a great way to re-engage former members, welcome new professionals, or offer a lower barrier for those interested in getting involved. The aim is to convert Member Lite members to full members once they see the value of IABC.

This initiative perfectly aligns with our growth strategy by removing financial barriers while maintaining the quality and value that make IABC membership essential for communication professionals across Africa.

Spread the news and let's grow our community together!



Professional Development: Learning That Transforms

Upcoming Webinar - Don't Miss This!

Globally Recognised Communication Certification: Is the Hype Justified?

October 2, 2025 | 16:00 East Africa | 15:00 SAST |
14:00 West Africa

Does a globally recognised communication certification really give you the edge? Join our expert panel for honest insights:

Featured Speakers:

- **André Oberholzer, SCMP®** - Group Head: Corporate Affairs, Sappi Limited (First African SCMP®, GCCC Board Member)
- **Anne-Marie Palmer-Ikuku, SCMP®** - Manager: Corporate Communications, NLNG Ltd
- **Sabra Saleh, CMP®** - Executive Director: TOOLKIT Training and Communication Consulting

You'll Learn:

- Real value and purpose of global certification
- Impact on career growth and credibility
- Practical preparation tips and ROI insights
- Networking and professional connection benefits

Register: info@iabc.co.za

SAVE THE DATE
FREE WEBINAR
2 OCTOBER 2025
15:00 SAST
REGISTER TODAY AT
info@iabc.co.za

GLOBALLY RECOGNISED COMMUNICATION CERTIFICATION: IS THE HYPE JUSTIFIED?
Professional certification is often praised as the gold standard for credibility, career advancement, and global recognition in communication. But is it really worth the hype? Our expert panel will unpack the value of globally recognised communication certification, separating fact from perception.

HOST
RIANA SINDEN
SCMP®
IABC Africa, Director of Professional Development & Events

GUEST SPEAKER PANEL
ANDRÉ OBERHOLZER
SCMP®
Group Head, Corporate Affairs, Sappi Ltd

ANNE-MARIE PALMER-IKUKU
SCMP®
Manager, Corporate Communications and Public Affairs, NLNG Ltd

SABRA SALEH
CMP®
Executive Director, TOOLKIT Training and Communication Consulting

Professional Development
GLOBALLY RECOGNISED COMMUNICATION CERTIFICATION: IS THE HYPE JUSTIFIED?
Through real stories, clear insights, and practical guidance, our guest speakers will share honest perspectives on what global certification can - and cannot - do for your career.

WHAT YOU WILL LEARN

1. Gain understanding of the value and purpose of globally recognised certification.
2. Hear real stories from certified professionals who have walked the journey.
3. Discover how certification impacts career growth, credibility, and global recognition.
4. Learn practical tips on navigating the process, preparation, and return on investment.
5. Explore the importance of networking and expanding one's professional connections.

WHO SHOULD ATTEND

This free, 60-minute webinar is designed for:

- Emerging communication professionals seeking career guidance, direction, and an understanding of how certification fits into the bigger picture.
- Established communication leaders curious about professional certification, whether you are ready to start the journey, or still weighing up the value and timing.
- Anyone interested in elevating their credibility, strengthening professional standards, and exploring opportunities beyond borders.



Recap on professional development events and webinars

In case you missed some of our recent professional development webinars, take a moment to catch up on your learning:

ESG Reporting: Build Trust, Not Trouble

(July 10, 2025) Expert insights on ethical reporting, avoiding greenwashing, and building credibility through ESG communication. Essential for sustainability and integrated reporting professionals. Watch: <https://youtu.be/7Fjy0mnJar0>



Leading from Within: A Communication Leader's Journey of Self-Mastery

(August 28, 2025) Honest reflections on leadership growth and self-discovery featuring our own Dr. Yemi Adeyemi (SCMP®), Camilla Osborne (SCMP®), and Christine Breet (SCMP®). Watch: <https://youtu.be/YU9MwnTP-DM>



West Africa Interest Group: Celebrating Growth

Achievements and Member Spotlights

The West Africa Interest Group has achieved remarkable growth with **four new SCMP® certifications**:

- Adedeji Ademigbuji
- Damilola Kadiri
- Chisimchere Chukwu
- Nkem Emezie-Ejinima

Member Success Stories:

Damilola Kadiri, SCMP®, recently launched a Substack publication sharing insights from her communications journey, including her SCMP® certification experience and conversations with other newly certified African members.

Under Tunbosun Afolayan, SCMP®'s leadership, the PRO ALLY team launched Energy Stories—an initiative amplifying voices and showcasing innovations shaping the future of energy and extractives in Africa. The platform highlights sustainability, leadership, and transformation stories to inspire action and connect diverse perspectives.

Connect Globally: IABC Special Interest Groups

Expand Your Network and Expertise

IABC's Special Interest Groups (SIGs) provide global communities for specialised professional development. African members are encouraged to join:

- **Change Management** - Leading organisational transformation in dynamic environments
- **Consultants** - Business connections and alliance building for independent professionals
- **Diversity, Equity, Inclusion & Belonging** - Authentic DEIB implementation and workplace culture
- **Heads of Communication** - Senior leadership challenges and strategic insights
- **Healthcare** - Sector-specific networking and best practices
- **Student/Early Career** - Professional development and mentorship opportunities
- **Crisis Communications** - High-stakes communication excellence and risk management

How to Join: Contact info@iabc.co.za for SIG directory and participation details.

The Silver Quill Rises -
And with It, the Future of African Communication



A Strategic Revitalisation

As communicators grounded in the African context—where storytelling, pride in craft, and legacy-building matter deeply—the Quills are more than an awards programme. They are our profession's mirror, spotlight, and legacy rolled into one.

For over a decade, the IABC Silver Quill Awards in Africa have recognised communicators whose work moved people, shifted culture, or protected reputations under pressure. But over time, entries dwindled. Momentum faded. And for many, the Quill felt out of reach—too difficult, too formal, or too disconnected from their day-to-day battles on the ground.

Until now.

This year marks the resurgence of the Silver Quill Awards—not as a ceremonial tradition, but as a strategic force. The 2025 programme is more than a call for entries. It's a call to action. A call to own our work, raise our standard, and prove that Africa is not only participating in global communication excellence—we're defining it.

"This revitalisation isn't about nostalgia," says **Elsabe Coetzee, Director of the IABC Africa Quill Portfolio**. "It's about power. The power of communication done well—to stabilise businesses, ignite trust, prevent unrest, restore dignity, and build futures. The Silver Quill is where we recognise that kind of power—and share it."

What's Different Now?

Behind the revitalisation is a **strategic shift** in how the Silver Quill is positioned, promoted, and supported:

Strategic Collaboration: The Quill Portfolio and Professional Development Division have joined forces, reimagining the awards as a developmental journey through entry bootcamps, storytelling clinics, and mentor matchups.

The Quill as Learning Lab: Best-practice webinars, mentorship circles, and practical templates help professionals build their strategic voice while preparing submissions.

Cross-Portfolio Alignment: Certification, membership, student engagement, and chapter leadership are all woven together, making the Quill an anchor point for IABC Africa's broader strategic impact.

Stronger African Representation: Explicit support for first-time entrants, tertiary institutions, and previously underrepresented regions builds a more inclusive, confident generation of communicators.

Why This Matters Now

In a continent where communicators often work under extraordinary pressure—with limited resources and enormous consequences—recognition must mean more than applause. It must validate that what we do matters, that clarity in chaos is a win, and that a well-designed campaign or quietly powerful internal rollout is worth honouring.

Entries for Silver Quill Awards are Open!

Deadline: Wednesday, October 15, 2025

Entry Portal: info@iabc.co.za

Need Help? Toolkits, mentorship, and webinars available via info@iabc.co.za



What happens next is in your hands. If your work shifted culture, built trust, moved people, or made someone feel seen—it matters. The Silver Quill is where that work gets the recognition it deserves. Step forward. Be proud. Let Africa's voice be heard.

Gold Quill Awards Also Opening Soon



Gold Quill
Awards

The prestigious IABC Gold Quill Awards will open for applications this September—exact date to be announced. This is your opportunity to showcase African communication excellence on the global stage.

Connect with us



email Enquiries: info@iabc.co.za



Website:

IABC Africa: www.iabc.co.za

IABC Global: www.iabc.com



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