



International Association  
of Business Communicators  
Southern Region

# Membership Value

*January 27, 2021*

*You can watch the recorded session [here](#).  
Access Passcode: Southern21!*



- **Welcome**
- **Discussion with International with Micayla Felicion-Davin & Jeff Price**
  - Education
  - Thought Leadership
  - Active & Ongoing Promotion
  - Networking & Events
  - Q&A
- **New Southern Region Calendar**
- **Quick updates from the region from John Harris**
- **Close from David McDonald**



## Welcome

**Micayla Felicion-Davin**  
Chapter Relations Manager

&

**Jeff Price**  
Marketing & Communications



- Members-Only Webinars
- Sponsored Webinars
- IABC Academy



**WEBINARS**  
**WEBINARS & PODCASTS 16 DECEMBER 2020**  
**Being a Great Partner: A Win-Win Model Between Agencies and Clients**  
Presented by Leslie Quinton Imagine what you could accomplish by maximizing your agency relationships to deliver more impact for your...



**WEBINARS**  
**WEBINARS & PODCASTS 8 DECEMBER 2020**  
**What's Your Plan? Creating Your Personal Career Roadmap**  
Presented by Priya Bates, ABC, MC, SCMP, IABC Fellow Disruption and uncertainty in the world doesn't mean that the world...




**WEBINARS**  
**WEBINARS & PODCASTS 3 DECEMBER 2020**  
**The Communicator's Role in Diversity, Equity and Inclusion**  
Presented by Tasneem Chopra and Neil Griffiths As individuals and organizations grapple with how to lead on diversity, equity and...



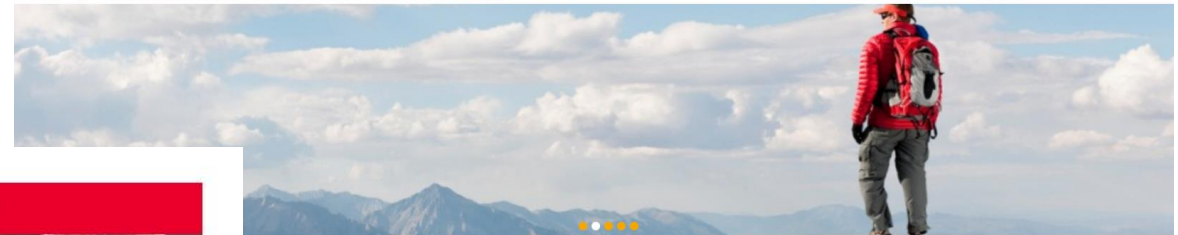
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Innovation Business Acumen Career Roadmap Gold Quill Podcasts About



22 January 2021

**Talking about Trust: IABC Insights From the Edelman Trust Barometer**

by: Mike Klein

This year's Edelman Trust Barometer, issued on the cusp of the transfer of power in the U.S., addresses how citizens assess the performance of politicians, business and non-governmental organizations as credible, trustworthy communicators — all points that are ripe for discussion...



20 January 2021

**Becoming a Trusted Strategic Adviser: Advice From Recent CMP Certificants**

by: IABC, featuring Carla Putnam Kerr, Ron Flanders, Nick Wilson, Kelsey Huff, Andrew Blunt and Anne Molloy

Six recent CMP certificants share why they pursued CMP certification, specific tips for preparing for the exam and how they believe their careers will grow with their newly achieved designation.



19 January 2021

**Two-Way Street: IABC Minnesota Offers Next-Level Mentorships**

by: Carmen Ramson-Herzing, Tracy Ulland and Amy Paglia

When IABC Minnesota saw an opportunity for its members of all ages and experience levels to collaborate, the peer mentorship program was created.





- Interested in putting on an International webinar for all IABC members? Contact Erin Goblirsch at [egoblirsch@iabc.com](mailto:egoblirsch@iabc.com).
- Interested in working on an article on Catalyst? Contact Kristin Frankiewicz at [kfrankiewicz@iabc.com](mailto:kfrankiewicz@iabc.com).
- Tell us how we can help you
  - Jeff Price, Marketing Manager- [jprice@iabc.com](mailto:jprice@iabc.com)
  - Micayla Felicion-Davin, Chapter Relations Manager- [mfelicion@iabc.com](mailto:mfelicion@iabc.com)
  - Member Relations- [member\\_relations@iabc.com](mailto:member_relations@iabc.com)
  - Leader Centre- [Leader\\_Centre@iabc.com](mailto:Leader_Centre@iabc.com)



- **Defining Member Value**
  - Growing Your Network
  - Continued Education
  - Professional Recognition & “Endorsement”
- **Telling/Selling Value Through Storytelling**
- **Member Months in 2021**



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# Networking & Events

## Let's Talk Virtual

### Leadership Institute / LI2021

February 15-18, 2021

[Click here to learn more](#)





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# Questions for Micayla and Jeff?



# IABC Southern Region Calendar

1. Add your chapter's virtual and face-to-face events.
2. Include other chapter's virtual events in your chapter communications.

*Note: you may have to manage member prices manually, as members of IABC should be able to attend any IABC chapter event at member price.*

Watch Jennie's tutorial on  
posting events:  
<https://youtu.be/upH3KvXJkg>



You can find the calendar here



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**What's working well in your chapter in terms of membership value?**



- Southern Region board and committee slate is open. Interested in joining us? Email Mark at [pastchair@iabcsouthern.com](mailto:pastchair@iabcsouthern.com)
- We're also looking for Chapter liaisons. Email Linda at [chapterservices@iabcsouthern.com](mailto:chapterservices@iabcsouthern.com)
- We're here to help you. Email me anytime at [leaderdev@iabcsouthern.com](mailto:leaderdev@iabcsouthern.com)