



IABC UK & IRELAND

UNLOCKING THE POTENTIAL OF COMMUNICATIONS IN CHALLENGING TIMES

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IABC UK & I

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ABOUT IABC

Setting a standard of excellence since 1970, IABC is a vibrant global membership association with a network of 13,000 members in more than 80 countries, representing many of the Global Fortune 500 companies.

A broadly diverse community of communication professionals, IABC connects members to ideas, job opportunities, and people, through professional learning and a generous culture of sharing.

- Events and networking
- Mentoring programme
- Global reach
- Webinars and workshops
- Access to global research and papers
- Professional development
- Job centre

OUR SPEAKERS



Dr Kendi Guantai

Kendi's wellbeing tip: Practice gratitude - notice the little things. Be grateful for even the mundane. Find ways to increase your joy by drawing your attention to the areas of your life that are working as they should and that delight you.

Kendi's three takeaways:

- Crises and major disruptions create change - change, in turn, creates opportunity
- Strategic thinking and boundary spanning role of PR is invaluable - but remember, 'culture eats strategy for breakfast!'
- Harness the power of authenticity and embrace the magic of co-creation



Trudy Lewis @lewiscomms

Trudy's wellbeing tip: Connect with people - don't go it alone. Build a close network - they can help to keep you balanced and be a great source of support and advice when you need.

Trudy's three takeaways:

- Be clear on your purpose and value as communicators and build your reputation. Then engage leadership so they understand this too
- Develop your skills, knowledge and confidence through further education, mentoring and coaching. You will be better equipped to be professional and sought after by leaders for advice
- Don't neglect strategy - we might be working at a fast pace, but it is important to develop and present a way forward and approach aligned to company strategy

OUR SPEAKERS



Lia Crooks



@liacrooks

Lia's wellbeing tip: The phrase 'This will pass' helps me to frame my feelings and gain some perspective.

Lia's wellbeing blog:

<https://liacrooks.com/blog/lockdown-wellbeing>

Lia's three takeaways:

- Consider remote working as an opportunity to innovate
- Use technology to go from transactional to inspiring
- Make measurement meaningful while remote



A NOTE FROM OUR PRESIDENT

IABC UK & Ireland is committed to celebrating all the people who make up our industry, and will hold ourselves to the following statements.

Diversity of panels: we commit to always have someone from a minority group on our panels, where we have more than one speaker

Diversity of images: we will ensure the images we use reflect our members, the communications profession and the communities we work in

Diversity of thought: we will highlight a range of voices through our blog

Diversity of cultures: we will make dates of significance via our social channels or through events, e.g., International Women's Day, Black History Month, International Day against Homophobia, Transphobia and Biphobia (IDAHOT)