

# Celebrating 2011 – 2012 the year in review

Be Heard®

IABC  

---

CANADA WEST

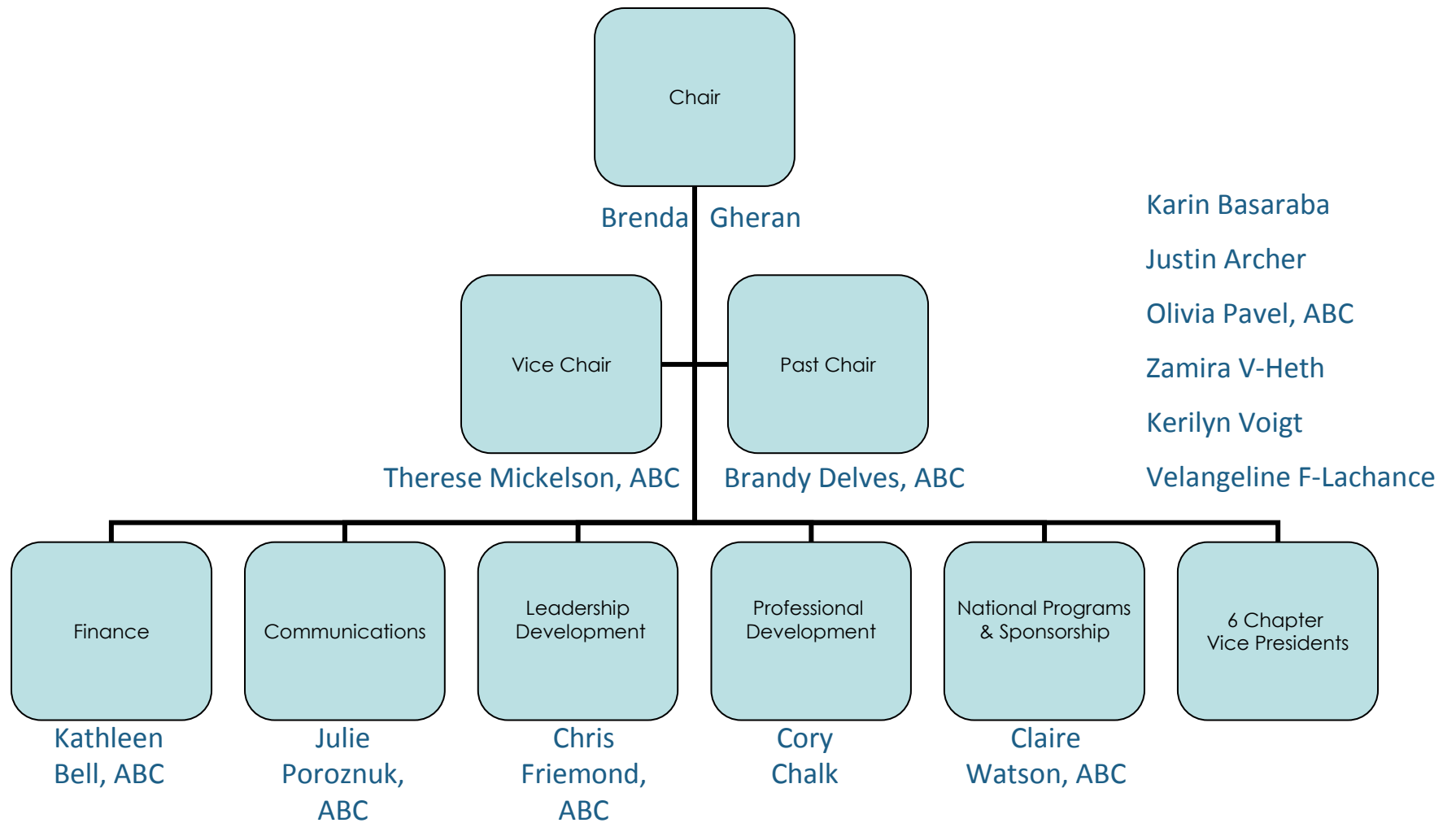
# Regional Priorities

- Support Regional Growth & Retention
- Maintain Region leadership position/profile

## How?

- National Programs
- Professional Development
- Leadership Development
- Communications
- Organizational effectiveness/efficiency

# IABC/Canada West 2011-12



# National Programs results

## 2011

- 174 Entries
- 2<sup>nd</sup> Blue Ribbon Panel held in October
- \$7000 revenue (region share of \$14,000)
- Gala at Whistler conference



## 2011 Master Communicator

- Nominations rec'd from both regions
- Anna Willey, ABC, MC - Regina

# Professional Development

## 2011 Regional Conference Whistler, Nov 6 – 8

- 190 Delegates    Banff 09 = 151    Kelowna 07 = 124
- Profit \$32,500    '09 = \$35,000    '07 = 23,500
- Positive ratings on content, speakers, location

# Professional Development

## IABC/Canada West Master Communicators Tour

- Kellie Garrett, ABC, MC - Calgary
- Glenna Cross, ABC, MC – BC

Engages MCs

Regional assistance offered to all chapters.

4 scheduled (BC/Calgary/Regina/Winnipeg)

*notes: Winnipeg cancelled due to low registration*

*Regina hosted two previous MC events, used \$\$ for Speaker for May 25 event*

# Leadership Development

- Six Chapter Portfolio Calls Fall 2011 best practice sharing
- Chapter VP focus prep for year as president
- “What I learned at LI” call in March
- Dare to Lead Regina attendance 69 (record)
- Sent 5 Board exec to LI
- LI Grants – all chapters sent representatives
- Conference scholarships granted (3)
  - one Whistler (region), two Chicago (int'l)

# Communications

- Monthly board calls; board buddy connection
- Q email to western region members
- News releases: board, SL, MC, GQ, Member growth
- Website updates: CWR & IABC/Canada sites
- Twitter account 400 followers
- IABC/Canada West presentation developed



# IABC/Canada activities & planning

- Translation services implementation/communications plan
- Canada East & Canada West regional board reps met at 2012 Leadership Institute to
  - Develop stronger regional ties
  - Share best practices
  - Enhance existing initiatives/programs
  - Identify potential ‘value-added’ areas
- Regular IABC/Canada conference calls: Brand, National Programs

# IABC International

- Attended all Council of Regions meetings/calls
- IEB Nomination & Selection Committee
- IEB Vice Chair visit to conference + Dare to Lead
- Hosted Evaluator Standards Pilot Workshop
- Awards alignment input
- Research Foundation contribution (Canadian data 2012 profile survey)
- IABC/Canada West's Claire Watson receives Chairman's Award for work in Evaluation Standards

# Organizational Effectiveness

- Documentation:
  - Position description review and update
  - History: Conference & Silver Leaf
  - Expense & travel policy update
  - Travel Subsidy program developed for 2012-13
  - Leadership Development Grants review
- Meeting attendance
  - Eight with 80% to 100%; five with 50% to 70%; one under 50%
- Mid-year review 75% completion
- Succession planning – proposed slate finalized late April
  - Five inquiries re: regional board positions

# Organizational Efficiency

- Projector purchase
- Online file management tool
- Survey Monkey account for all chapters/region use
- Silver Leaf Admin Services RFP
- Financial management
  - Strong financial position
  - Professional accountant
  - Currently, no advantage to investing

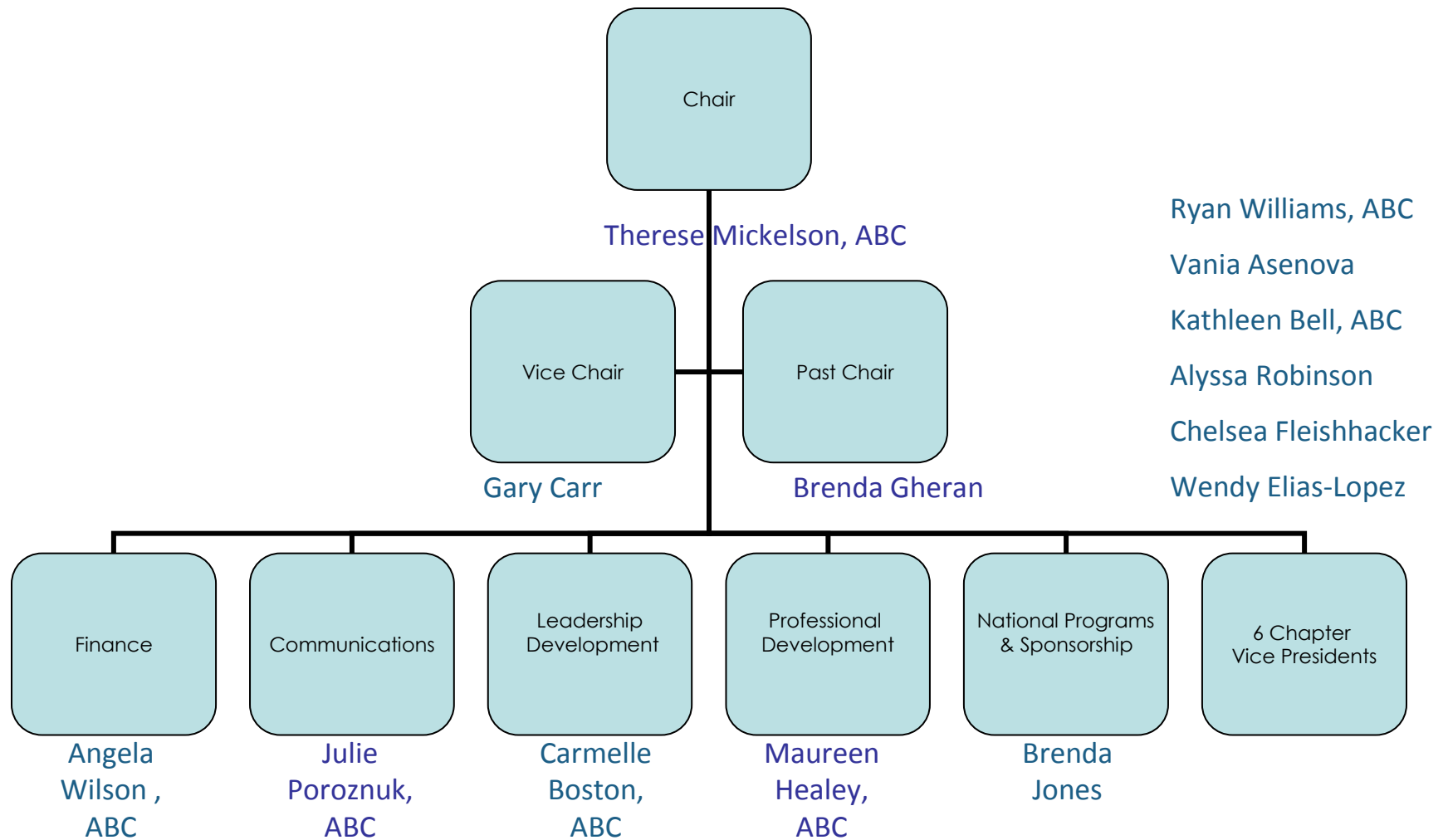
# 2011 Results

- 6.96 % Overall Growth = 471 new members
- 84% Overall Retention
- Chapter stats growth/retention
  - Calgary 16% 85%
  - Edmonton 12% 88%
  - Saskatoon 8% 84%
  - Regina 6% 90%
  - Manitoba 4% 78%
  - Members-at-large 3% 84%
  - BC -4% 78%
- 2,347 Members (May 2012)

# Upcoming dates

- June 24 - 27 Int'l Conference Chicago
- June issue Silver Leaf/MC call for submissions
- Nov 1 - 3 IABC 2012 Business Communicators Summit Ottawa
- January 2013 Chapter Management Awards
- Feb 7 - 9 Leadership Institute Scottsdale, AZ
- May 2013 Dare to Lead Edmonton
  - 2014 Winnipeg
  - 2015 Saskatoon
- Nov 2013 IABC/Canada West conference

# IABC/Canada West 2012-13



# 2011-2012 Review

Thank you!

[cwr.iabc.com](http://cwr.iabc.com)    [canada.iabc.com](http://canada.iabc.com)

Be Heard®