

A Master Communicator is the highest honour IABC Canada can bestow on an individual member and recognizes a person’s body of work to advance the profession, uphold the Global Standard, and contribute to IABC. This designation recognizes outstanding Canadian communication professionals whose work has brought credit to the profession, their organization or clients, and whose contributions have raised the standards of communication in Canada. Full nomination detail is outlined in the 2023 Nomination Guide.

Criteria*	Determinants	Assessment 1-7*
<b>Contribution to, and leadership in, the communication profession</b>	The professional practice has been impacted by this person with <b>at least two of the following</b> : created and/or delivered communication training programs; served as a mentor through a formal program for at least six months; spoken at local post-secondary institutions about communication practice; and/or has been volunteering within an organization, outside of IABC, for at least one term. Equivalencies of communication roles such as with marketing/journalism or other communication associations will be considered.	
<b>Career achievement</b>	The individual’s professional path demonstrates evidence of advancement and within roles that have impact on return-on-investment and demonstrate the business value of communication. Impact of work for the organization or beyond is evident. There is a strong commitment to professional development, including certification as an SCMP or ABC, and <b>at least two of the following</b> : created and successfully executed a strategic communication plan for an organization; developed and delivered custom communication training programs; or received a national or international award such as a Silver Leaf or Gold Quill.	
<b>Authorship, speaking and lecturing</b>	The nominee is recognized at a regional or international level for thought leadership, workshops and/or lectures. The nominee must have written <b>a minimum of two articles</b> for third-party publications/blogs as well as: delivered at least <b>one workshop or session</b> at a communications conference; served as <b>lecturer or guest lecturer for at least one class</b> at a recognized post-secondary institution or organization; participated as a communication podcast <b>host or guest</b> .	
<b>Contributions to IABC</b>	As an IABC volunteer, the nominee has made strong contributions at one or more levels of the Association by serving on a chapter or region board or region/international committee. It would include <b>at least two terms on a local, regional or international board committee or task force</b> .	
<b>Alignment with IABC shared values and brand personality</b>	The individual has examples of embracing behaviours within IABC’s brand personality, upholding the highest ethical standards for professional communication, and promoting IABC shared values. <b>At least two examples</b> would demonstrate: alignment with the Global Standard; advocating for the profession; representing best practice; building national or international relationships; embracing diversity as part of their work and volunteer commitments; using valid measurement techniques to demonstrate outcomes and results.	

*\*Nominations are assessed within five criteria, based on determinants which are rated on a seven-point scale (1 is the lowest and 7 is the highest rating). The **five criteria are equally weighted**; each worth 20% of the total assessment. To be eligible for consideration of the Master Communicator designation, nominees must achieve a **minimum of 5 in each of the criteria with an overall average of 5.5 or higher**. A 5 rating confirms demonstrated evidence of the minimum requirements in each category description.*