

NOMINEE:

EVALUATOR:

DATE:

Criteria	Determinants	Assessment 1-7
Contribution to, and leadership in, the communication profession	The professional practice has been impacted by this person with at least two of the following : 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.	
Career achievement	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 at least two of the following : 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.	
Authorship, speaking and lecturing	The nominee is recognized at a regional or international level for thought leadership, workshops and/or lectures. The nominee must have written a minimum of two articles for third-party publications/blogs as well as: delivered at least one workshop or session at a communications conference; served as lecturer or guest lecturer for at least one class at a recognized post-secondary institution or organization; participated as a communication podcast host or guest .	
Contributions to IABC	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 at least two terms on a local, regional or international board committee or task force .	
Alignment with IABC shared values and brand personality	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. At least two examples 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.	

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.

NOMINEE MINIMUM REQUIREMENTS

The nominee must meet each of the below requirements.

Did the nominee include the nomination form and letter of recommendation	YES	NO
Is the nominee located in Canada?	YES	NO
Is the nominee an ABC or SCMP?	YES	NO
Did the nominee provide four letters of support; one in each category?	YES	NO
Did the nominee include a 450-word narrative for each category?	YES	NO
Did the nominee include a CV or resume?	YES	NO
Did the nominee achieve a minimum score of 5 in each category?	YES	NO
Did the nominee achieve an overall average in all categories of 5.5?	YES	NO

IF YESTO ALL OF THE ABOVE –NOMINEE CAN BE CONSIDERED FOR MASTER COMMUNICATOR

Describe the nominee’s most outstanding achievements	
Would you recommend this nominee to be a Master Communicator? Why or why not?	

IF NO TO ANY OF THE ABOVE – NOMINEE CANNOT BE CONSIDERED FOR MASTER COMMUNICATOR

Describe the nominee’s most outstanding achievements	
Detail areas that did not meet the standard	
Provide the nominee with your best advice for a future submission	

Please provide any other comments or observations: