Master Communicator

Maître Communicateur

OVERVIEW

The Master Communicator (MC) designation is the highest recognition that IABC Canada bestows on its members, recognizing those who consistently make an outstanding contribution to the communication profession through exemplary achievement and unselfish service to IABC.

The designation is awarded to individuals recognized by their peers as outstanding leaders in the profession. New MCs are proposed by the Master Communicator Committee and are ratified by the Canada East and West Regional Boards with a two-thirds vote. This award is recognized by IABC internationally.

A. WHO QUALIFIES

- Members of IABC Canada in good standing
- Nominee must hold an ABC or SCMP designation
- Nominee must reside in Canada
- Nominee should be a member of IABC for at least five years (preferred, not mandatory)

B. WHO CAN NOMINATE

- All active IABC Canada members who hold an ABC or SCMP designation
- Self-nomination is allowed
- Members of the MC Committee may not nominate a candidate during their term or provide advice/guidance on potential nominations.

C. COMPONENTS OF THE NOMINATION PACKAGE

1. The completed **nomination form** signed by the nominator and the nominee (see last page)

2. The **nominator's (or nominee's, if self-nominating) personal letter of recommendation** that speaks to how the nominee demonstrates excellence in the five sections outlined in the IABC shared values and brand personality.

3. **Narrative** – five separate sections (450 words each) to describe the nominee's contribution to leadership in the profession, career achievement, authorship, speaking and lecturing; contributions to IABC and alignment with the IABC shared values and brand personality.

4. **Letters of recommendation** from four sponsors who support the nomination; one each for the following topics:
- Contribution to, and leadership in organizational communication
- Career achievement
- Authorship, speaking and lecturing
- Contributions to IABC

5. Nominee's **CV, headshot, and bio** (headshot and bio will be used in public announcement if selected.)

D. THE NARRATIVE

This is a critical part of the package. A successful nomination tells the story of a communication professional who has demonstrated excellence in his/her/their professional work, outstanding service to, and leadership in IABC, contributions to, and long-term support for, the communication profession, and demonstrated thought leadership.

Pay close attention to the requirements in this Nomination Guide; be sure to address every section and stay within the 450-word count for each. The following five sections must be addressed, with specific details to demonstrate how the nominee has achieved the requirements.

Address each of these five sections in your narrative.

1. Contribution to and leadership in the communication profession (20%)
    - *Indicate the impact the nominee has had on the practice of communication, the communication profession, and the organizations they have been involved in. This can include mentoring/developing junior professionals as well as broader impacts.* (450-word max)

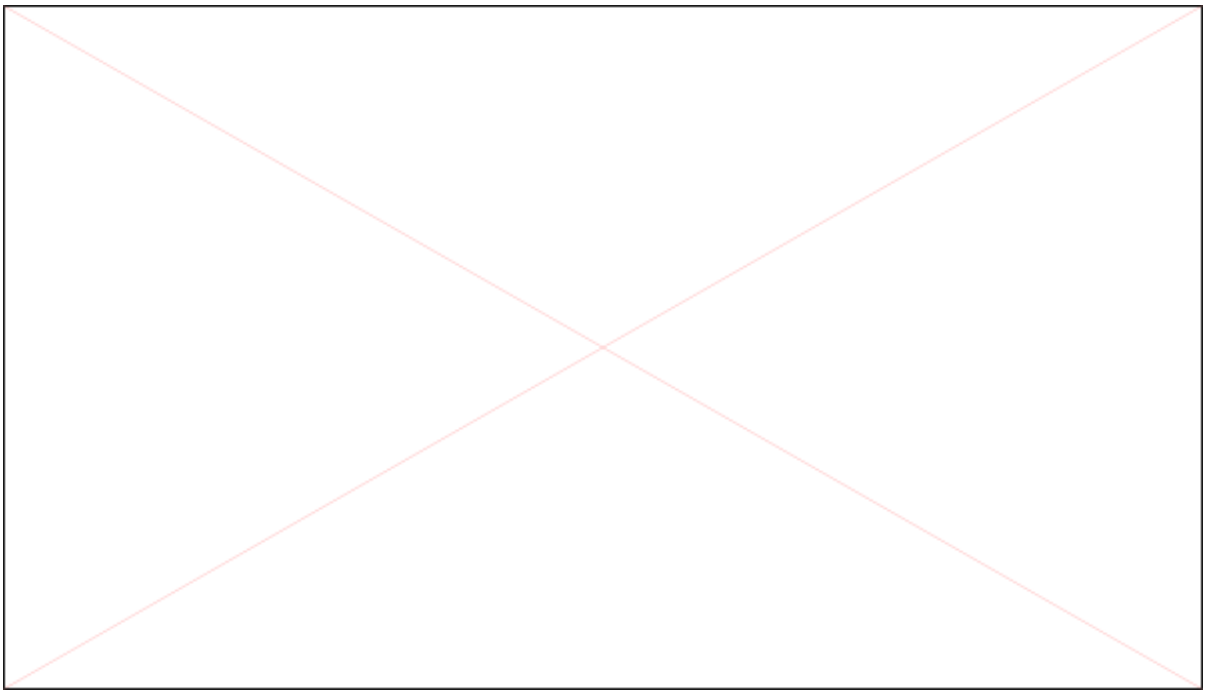
2. Career achievement (20%)
    - *List the nominee's communication-related career achievements. Emphasize demonstrable results of the nominee's communication efforts, the scope of responsibilities, advancements, accreditation/certification, recognition (e.g., awards), education, and length of time in the profession.* (450-word max)

3. Authorship, speaking and lecturing (20%)
    - *List books, articles, columns, research papers, seminars, workshops, keynotes, courses (traditional or online), blogs, and podcasts (for non- IABC outlets). For academic nominees, please also include any professorships and other academic distinctions.* (450-word max)

4. Contributions to IABC (20%)
    - *Provide detailed information about the nominee's leadership at chapter, region, and/or international board levels, committee activity, other IABC volunteer efforts, presentations to chapters and regions, articles written for IABC publications, and other IABC-related activities. (450-word max)*

5. Demonstrated alignment with IABC shared values and brand personality (20%)
    - *Explain and explore the extent to which the nominee aligns with the values of the organization and upholds the highest ethical standards for professional*

communication – that they are a beacon for the profession.



Nominations will be evaluated using established criteria. Written feedback will be given to all candidates.

E. CHECKLIST FOR YOUR NOMINATION

Your nomination package should contain the following material:

- Your nomination form (see last page)
- Your letter of recommendation from an ABC or SCMP (your nominator, or yourself if self-nominating)
- Your written narrative, addressing each of the five sections
- Your current CV, headshot, and bio
- Four sponsor letters, as noted in part C of this guide

Send the package in a single PDF file to Brent Carey, ABC, MC, IABC Fellow; Master Communicator Selection Committee Chair via iabcnationalawards@gmail.com. Nominees/nominators may also send any questions to the Chair prior to submitting the nomination package.

F. KEY DATES

Nominations open: Monday, Nov 2, 2026
Nominations close: Friday, January 15, 2027

Evaluations complete: Friday, February 26, 2027
Regional boards ratify selection: At CER/CWR board meetings in March, 2027
Notification to nominees by: Friday, April 2, 2027
Public announcement of new MCs: Wednesday, April 7, 2027

NOMINATION FORM

Master Communicator 2026/27

Submit this form along with the completed nomination package and supporting letters in a single PDF file to Brent Carey, ABC, MC, IABC Fellow; Master Communicator Selection Committee Chair via iabcnationalawards@gmail.com.

All submissions will be confirmed as received.

DEADLINE FOR SUBMISSION: Friday, January 15, 2027 at 11:59 PST.

	Nominee	Nominator (if not self)
Name		
ABC or SCMP (confirm)		
Title		
Organization		
Email		
Daytime phone		
IABC Chapter		

As a nominee for Master Communicator, I have read the requirements and verify that all of the information contained within the nomination package is true and accurate.

	Nominee	Nominator (if not self)
Signature		
Date		