



International Association  
of Business Communicators  
EMENA Region

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## 2017/2018 Board Nominations

It's that time of year again ...

# We're looking for new talent

Can you help lead the IABC effort across Europe & Middle East for 2017/18? Board members are responsible in all aspects of regional IABC work, from liaising with chapters and organising leader and member events, to communicating with members – all to advance the aims of the region.

**Here's the formal language:** *The Nominating Committee for IABC Europe and Middle East Region is seeking nominations for officers and directors for the July 2017 – June 2018 board term. This is a great way to get involved with IABC and shape the future direction of the region and its programmes.*



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# Here's your opportunity ...

There are numerous benefits of being an IABC leader

- Grow your professional network
- Develop your leadership skills
- Build your personal profile
- Gain international connections and opportunities
- Contribute to the advancement of IABC in your region
- Help promote the global communication profession
- [Read an IABC leader's perspective on it](#)

**Ready to step up?** This pack sets out prior knowledge required, the opportunities available and the process of applying to the EMENA board for the 2017-18 term.



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# Our Purpose

The EMENA board develops the leaders of today and tomorrow who both implement the International Executive Board's (IEB) global strategy and ensure IABC's success on the ground in our region through:

- Leadership development
- Good practice sharing



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# Our Purpose (cont)

## Specifically, the EMENA board:

1. Supports IABC global strategy including key professional development programmes, enabling the region's chapters to drive local implementation
2. Channels region content to international and enhances international content in a regional context
  - Good practice documentation and sharing content is priority #1
  - As for 'traditional' communications thought leadership: It is about content curation and amplification more than 'hip' content creation
  - Supports IABC's content themes
3. Builds the IABC brand at regional level
4. Maintains a transparent management structure and operates on a non-profit basis



# Our Purpose (cont)

**The board has a shared chapter development responsibility.**

Each board member has an assigned chapter so that they:

- Maintain regular contact with that chapter's leaders
- Support the chapter, and specifically the Chapter President, during the term
- Keep the chapter updated on regional and international news and solicit feedback on specific initiatives
- Report back to the EMENA board about chapter needs and challenges, with a view to generating support
- Together, help chapters “connect the dots” - ie share resources, information and ideas across chapters



# EMENA Board roles

Position	Portfolio	Process
Chair	EuroComm, CoR, Chapter Leader comms, regional strategy	Automatic succession
Vice Chair	Deputises for Chair at CoR, leads on regional LI, region reception at WC and Intl LI, regional strategy	Elected at AGM (3-year term)
Past Chair	Support Chair in processes and alignment, board nomination	Automatic succession
Treasurer/Secretary	Budget & finance strategy, meetings & minutes	Elected at AGM (2-year term)
Communication Director	Mailings, member comms, Social Media strategy and execution	Elected at AGM (2-year term)
Sponsorship & Marketing Director	Strategic partnership development, sponsorships	Elected at AGM (2-year term)
Membership Director	MALs, Corporate Members, chapter liaison	Elected at AGM (1-year term)
Professional Development Director	Chapter Management Awards, Gold Quill liaison, CMP exam, Academy liaison	Elected at AGM (1-year term)
Key Programmes & Content Director	Webinars, roadshows, event planning, research	Elected at AGM (1-year term)
Ad-hoc Director(s)	The board may delegate special tasks and projects to ad-hoc directors	Elected at AGM (1-year term/s)

# KPIs - what's the ask?

- **Show up**
  - Attend scheduled monthly Board meetings (minimum of 8 p.a. per year) in person or via conference call
  - Attend two in-person meetings (at Regional LI and EuroComm)
- **Make a contribution**
  - Provide a portfolio report for minuted monthly Board meetings.
  - Keep in regular contact – share good news along with concerns about deliverables and deadlines
  - Submit a term-end report on your portfolio and activities
- **Serve as an ambassador for IABC EMENA**
  - Write at least two 300w 'board blogs' for [iabcemena.com](http://iabcemena.com)
  - Be active and proactive about IABC on social media
- **Have fun!**



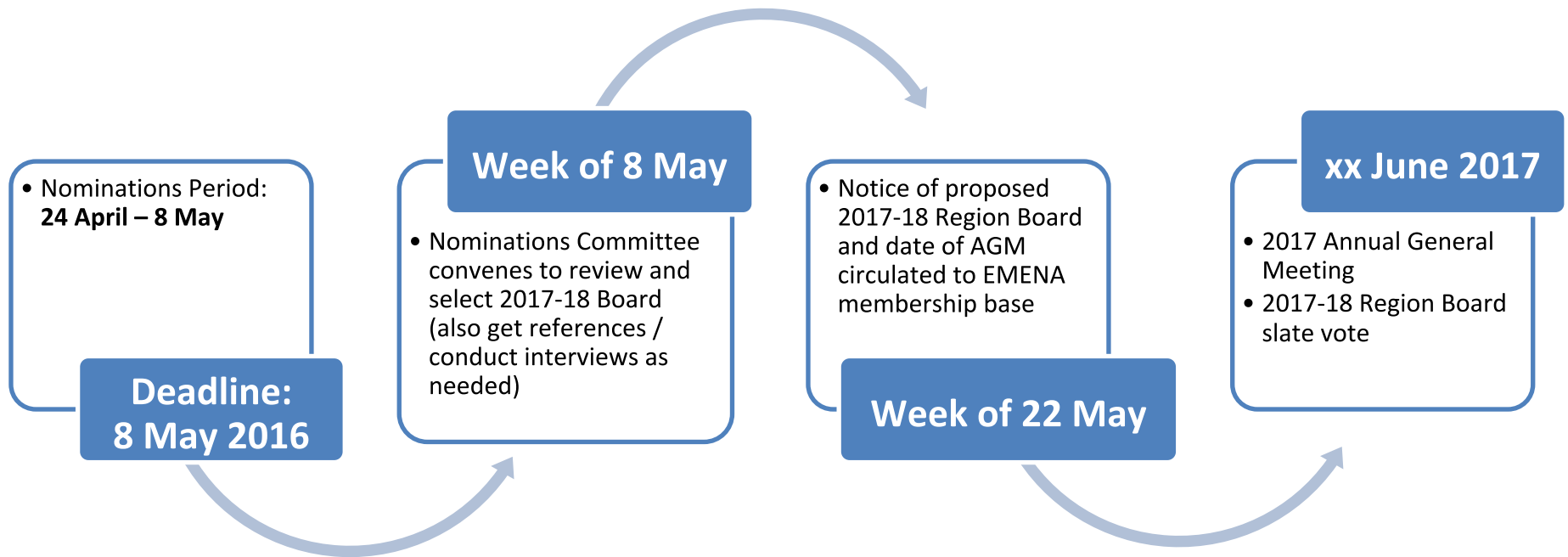


# A good working knowledge of the following is presumed

1. IABC EMENA Region, its structure, latest initiatives and its [bylaws](#). Find out more via the:
  - [EMENA website and blog](#)
  - [EMENA LinkedIn company page](#)
  - [EMENA LinkedIn group](#)
  - [Facebook page](#)
  - [Twitter feed](#)
2. [IABC global organisation](#) and the [role of its leaders](#)



# The process & timeline



# As per the bylaws:

## ARTICLE 7. REGION BOARD NOMINATIONS

### Section 1. Nominating Committee Composition.

- The Region Board Chair shall appoint a Nominating Committee consisting of the immediate Past Region Board Chair, who chairs the committee; the Region Board Vice Chair, one Region Board director, one member from each Chapter in the Region and two Members at Large from the Region. The Region Board Chair shall be an ex-officio, non-voting member of the Nominating Committee.

### Section 2. Delegates.

- Chapter and Member at Large delegates to the Nominating Committee shall be selected primarily on the basis of competency criteria established by IABC, with consideration for geographic, demographic and cultural diversity.

### Section 3. Nominee Screening.

- The Nominating Committee shall screen candidates under guidelines adopted by the Region Board, primarily on the basis of competency criteria established by IABC, with consideration for geographic, demographic and cultural diversity, and shall present its slate to the Region Board for approval.

### Section 4. Proxy.

- No Nominating Committee delegate who is unable to attend a meeting of the Region Board may grant a proxy to another member of the Region Board or to any other member.

### Section 5. Member Notification.

- Notification of the approved slate shall be delivered to all Regular Members within the Region, along with notice of the Annual General Meeting, as described in Article 4, Section 2, at least 30 days before the Annual General Meeting.



# Next steps?

1. Study this pack carefully to make sure you understand the role and responsibilities you're applying for.
2. If you have questions about the process or need more information about serving on the EMENA board, feel free to contact the [current board](#) or the nominations committee.
3. Then, if you're ready to step up:
  - Complete the nominations form and attach it in an email to [nominations@iabcemena.com](mailto:nominations@iabcemena.com)
  - Make sure you apply by no later than **midnight CET on 8 May 2017**

*NOTE: All applications are considered in the strictest confidence. In order to serve in a leadership capacity, you are required to be a fully paid-up IABC member in good standing. [Join or renew here.](#)*

