



International Association
of Business Communicators
EMENA Region

IABC EMENA Newsletter

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A MESSAGE FROM OUR CHAIR



Dear Members

The new year is upon us so I hope you had a peaceful and healthy holiday season.

We are all praying for a better year ahead and speaking of a better year, your EMENA Region Team is underway with a number of initiatives to serve you best. We have released several new **podcasts** that offer great insights and tips, and we will continue to provide these valuable resources to you each month. In addition, we are in the midst of planning our next cross-regional event with APAC and Africa called **IABC Converge**, which will be held virtually on April 20 and 21. Stay tuned for more info!

Coming up this month is our first informal Zoom Chat, which we'll host on Friday, Feb. 19 at 4 pm GMT. This will be a chance for us to come together and connect, find out more about each other and what we may do to continue to improve.

Speaking of which, I wanted to take a moment to review with you some of the feedback we received from the questionnaire we pushed out in our December newsletter. Here's what you told us:

You told us that you most enjoy the networking aspect of IABC EMENA. You also said that you would like the Region team to host more events, webinars and network sessions and help enhance connections and updates throughout the region. Finally, you gave us many great topics for upcoming podcasts with the most popular being communication leadership.

Those of you who responded accurately reflect the diversity of our region with responses from participants from 12 countries across the EMENA region from Iceland across to the UAE and we thank you for all your valuable feedback.

Please stay healthy and we look forward to connecting soon.

Sincerely, and best wishes for the new year.

Ana Margarida Ximenes
IABC EMENA Chair

ANNOUNCEMENTS

PODCASTS

Have you ever wondered how to shape and craft how others see you, both online and offline? Listen to two personal branding experts, Oliver Aust and Fady Ramzy, talk about exactly that in our brand new Podcast about personal branding **[HERE!](#)**

Also for you to enjoy is **[THIS](#)** podcast with Naomi Jones and Michael Nord filled with great insights about leadership.

UPCOMING EVENTS

- **EMENA '21 Connections: February 19th, 4-5 pm GMT.** EMENA '21 Connections is our new informal networking event which promises lively discussions and a chance to have some fun with your fellow colleagues. Click **[HERE](#)** for more info and to RSVP today!

- **PRCA Annual Summit: March 30th/31st** IABC EMENA is pleased to join in partnership with PRCA for their upcoming Summit where our EMENA board members will participate as panellists for a round table discussion on leadership, diversity, and inclusion. Find out more **[HERE](#)**.

- **IABC Converge: April 20th/21st.** Join IABC colleagues from Africa and APAC for an exciting cross-cultural event. IABC Converge will be your chance to explore the future of communications, while you connect, collaborate and create with communications colleagues from around the world. Please click **[HERE](#)** for more info.

- **IABC World Conference: June 28th-30th.** The 2021 IABC World Conference is once again going virtual! We are excited to take advantage of the opportunities of a virtual conference, including lower registration fees, increased access to a global audience to network with, access to session recordings, and more!

With dozens of global speakers covering today's pressing topics, you can expect a diverse education experience from experts who are second to none in their field. Plus, while enhancing your communication skillset, you can also develop professionally by networking and forming connections with other attendees.

Learn more and register today at **www.iabc.com**.