



International Association
of Business Communicators
EMENA Region

IABC EMENA Region Board Info Pack 2025/26

Welcome!

Thank you for volunteering your time to help to shape IABC and make a positive difference to our members in the EMENA Region.

Region board members make decisions that guide the professional development of members, the future of IABC and the profession, as well as deliver and localise the association's strategy.

Serving on the IABC EMENA Region Board will help you to develop your board and leadership credentials, enhance your profile in your organisation or with your clients, gain greater access to professional content, global peer-to-peer connections, and enhanced networking experiences.

In this info pack, you'll find:

1. What you can expect as a board member
2. Board member roles
3. Board portfolio opportunities



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1. What you can expect as a board member

Meetings and time commitment

- The board will meet through monthly video calls. Outside of meetings, communication is through the board's WhatsApp group and via email, as appropriate.
- Board members should expect approximately 8-10 hours per month for board work.

Administrative and governance duties

- Declare any real or perceived conflict of interest with any agenda item at the start of each meeting.
- Be responsible for planning and implementation of assigned portfolios.
- Prepare monthly board reports, with risk analysis and issues for noting, discussion or decision.
- Produce a handover guide for their role/portfolio before the completion of their term, which will then be updated annually by the incumbent.
- Participate in the AGM and any other member meetings required.

Board terms

- All board terms are for a period of one or two years. After one year, a board member (all except Chair and Vice Chair) may apply to remain on the board in their same or different role.
- The Immediate Past Chair may also apply to remain on the board in a Director role or as Secretary/Treasurer.
- Nominees for the Vice Chair role should understand that this represents a three-year commitment: Year One as Vice Chair; Year Two as Chair; and Year Three as Past Chair.
- The Region Chair may appoint others to the Board for a specific purpose, subject to Region Board approval.
- Additional duties may be identified/clarified in the EMENA Bylaws.

What you can expect to gain from being on the board

- Work alongside a diverse and high-performing team of dedicated and passionate IABC volunteers from around the region.
- Develop and deliver world-class initiatives and programming for your colleagues in the region.
- Develop strong leadership and management skills through strategy development, risk oversight, good governance, portfolio delivery and project work.
- Grow your IABC networks throughout the region, and within the global community.
- Gain invaluable board director experience.
- Contribute to the advancement of the communication profession in the region.
- Help to harness the amazing diversity of the EMENA region and showcase our unique offering to the global IABC community.



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- IABC regional volunteer experience also provides a valuable background for future service in IABC international roles, committees and task forces.



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2. Board member roles

Chair

- Leads long-range planning activities and strategy development for the region.
- Serves as the spokesperson and region representative.
- Represents the region at the IABC Council of Regions.
- Supports a board portfolio.

Vice Chair

- Leads long-range planning activities and strategy development for the region.
- Secondary spokesperson and region representative.
- Represents the region at the IABC Leadership Institute.
- Supports the Membership board portfolio and sits on the global IABC Membership Committee.

Past Chair

- Provides strategy counsel to the Chair and Vice Chair.
- Chairs the region nominating committee.
- Supports a board portfolio.

Secretary/Treasurer

- Manages the region budget.
- Coordinates board meetings including board reports, agendas and minutes.
- Leads board governance such as risk registers, policy manuals and bylaws.
- Triage board communication such as the EMENA central email, knowledge management, accounts/platform login details, etc – shared role with Director.

Director

- Provides input to the strategy development for the region.
- Leads a board portfolio.



3. Board portfolio opportunities

Board directors lead a portfolio with support from the Chair, Vice Chair and Past Chair.

The board may also appoint volunteers or provide opportunities to communication students/new graduates to help carry out project/programme/portfolio specific duties. These volunteers will report to the associated director.

Communications Portfolio

- **Creates and manages the region communication calendar** – Collaborates with EMENA board members and region chapters to develop and implement a 12-month communication schedule, amplifying existing global and chapter communication and campaigns where possible, and ensuring chapter and region efforts are integrated and complementary.
- **Creates, manages and evaluates content and activities** – Collaborates with board members to survey members on success of communication efforts and conduct other measurement where appropriate, using insights to inform content development and activities.
- **Coordinates all formal communication to members and prospects** – Collaborates with board members to incorporate messaging, produce materials and content, and distribute; ensuring content reflects brand guidelines and communication standards.
- **Oversees community relations** – Working with the Vice Chair, who leads on the Membership Portfolio, coordinate activities to reach prospective members and create greater awareness of IABC benefits. May include proactive communication and other outreach activities.
- **Maintains budget, records and materials** – Manages records; provides reports and marketing messages to communications; and prepares and manages budget for the portfolio.
- **Manages and supports communication intern** – Ensuring all necessary communication is sent in a timely manner.

Professional Development Portfolio

- **Plans and implements professional development events and other activities** – Uses member insights and other research to identify topics, plan bi-monthly events, recruit/negotiate/manage/thank speakers, and liaise with chapters to ensure efforts are complementary. The region anticipates 6 events per calendar year. The PD Director would work with the communication director to identify opportunities to expand and amplify event content, so that it can be used at other times through the year.
- **Measures and evaluates events and activities** – Initiates member surveys/polls to identify areas of interest among members; evaluates PD events and other activities and communicates results and insights to board members.
- **Manage events** – Hosts events, introduce speakers, manage Q&A and thanks speakers and attendees. May include organising speaker gifts.
- **Maintains budget, records and materials** – Manages records; provides reports and marketing messages to communications; and prepares and manages budget for the portfolio.

Membership Portfolio

- **Leads independent member research** – Leads implementation of independent member/lapsed member survey to determine member needs, interests, concerns and ideas.
- **Creates, manages and communicates new and existing independent member benefits** – Collaborates with other board members to ensure that independent member interests are considered in board planning and decision making.
- **Creates and manages new independent member recruitment and retention plan** – Plans and implements activities to attract new and retain existing independent members including: growing and



maintaining list of prospects; welcoming new members (e.g. personalised email with summary of benefits); follow through with lapsed members.

- **Reporting and insights** – Receive and review monthly rebate report from IABC international and provides insights and analysis to board at monthly meetings.
- **Maintains budget, records and materials** – Manages records; provides reports and marketing messages to communications; and prepares and manages budget for the portfolio.

Sponsorship and Partnerships Portfolio

- **Lead the development and management of the region's sponsorship and partnerships portfolio** – Develop and nurture relationships with institutional partners (academic, industry, association) and other key stakeholders.
- **Create scalable proposals to ensure best content/audience fit for prospects** – Design supporting materials to relay available sponsorship and partnership opportunities.
- **Develop signed agreements for every partner (in-kind and monetary)** – Plan and outline the relationship, benefits and terms and develop a tracking system to manage partnerships.
- **Act as the first point of contact for potential partners** – Respond to any inquiries quickly and accurately, ensuring relationships are maintained.
- **Meet with potential partners and be comfortable with pitching sponsorship opportunities.**

Certification Portfolio

- **Lead the growth of the Global Communication Certification Committee (GCCC) certification program in the region** – Leads planning and implementation of the certification program for the year, liaising with chapters to ensure EMENA is able to promote local exam dates and highlight achievements.
- **Create opportunities for certification for members and non-members in the region** – Draw on member insights and industry research to create messaging and content that attracts and engages certification participants.
- **Liaise with GCCC to help enable chapters and individuals with certification** – Advocate for certification to be considered as a key benefit in all strategy and program development.
- **Develop certification marketing and communication programs for the region** – Draw on independent member insights provided by other directors to develop activities and positioning to appeal to the needs and interests of the various EMENA member demographics.
- **Maintains budget, records and materials** – Manages records; provides reports and marketing messages to communications; and prepares and manages budget for the portfolio.

Recognition Portfolio

- **Creates and implements a strategy to promote IABC recognition schemes** – Leads planning and implementation for Gold Quill and Communicator of the Year awards; collaborates with other board members to draw on insights so that communications activities resonate with members.
- **Manages Communicator of the Year Award program and EMENA Quills Awards** – Establishes project plan including key milestones, activities, tasks and budget, and provides regular updates to the board; recruits and manages volunteers to drive participation throughout the region.
- **Recognises achievements of our members** – profiles members who are achieving success in our industry, for e.g. writing books or research. Boost the profile of our members, to members.
- **Maintains budget, records and materials** – Manages records; provides reports and marketing messages to communications; and prepares and manages budget for the portfolio.



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Community Liaison & Development Portfolio

- **Advocate for community engagement in board decision making and planning** – Considers impacts and opportunities that may arise from region board decisions and planning, and facilitates community engagement where appropriate.
- **Ensures region has visibility of community health and vitality** – Acts as liaison between region and community boards, escalating issues and opportunities and ensuring communities receive relevant support from the region board.
- **Facilitates community leader development and support** – Maintains regular contact with community liaisons so they are aware of region plans and activities, as well as support and guidance available (e.g. Leadership Institute; governance and campaign support).
- **Represents EMENA at key community meetings and facilitates knowledge exchange** – Serves as EMENA representative at AGMs and community meetings; coordinates invitations for community liaisons to attend EMENA board meetings.



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