

## Tips on How to Prepare a Master Communicator Nomination

- Extensive documentation is required to demonstrate that the nominee has the qualifications to be named a Master Communicator. The standard is very high.
- The completed nomination form must be included.
- The nominee must review the submission to ensure accuracy and must sign the nomination form.
- The selection committee will use the Selection Criteria outlined below as part of its deliberations. Organize the supporting materials into the five categories shown.
- Include as much relevant documentation as possible in each category. Things you may include:
  - Up-to-date resume or biography to show career achievement
  - News clippings about person's success, activities
  - List of awards and honors received (include name of award, date, and achievement)
  - List of ongoing professional development activities
  - List of articles published, speeches/presentations given, etc. on communications topics (include date and topic)
  - List of contributions to IABC on projects, committees, or boards (include roles and dates)
  - Letters of support or endorsement from IABC leaders, current or former bosses, former direct reports (do not include current employees), community leaders, etc.
  - List of other business or community volunteer activities, achievements, and honours
  - Any other relevant documentation that will assist the committee with its assessment
- The material should be presented in a factual, businesslike way, without hyperbole, embellishment or emotion. Convince the Committee with facts and achievements.
- Assemble all the pieces into a package (single document) and/or scan it as a single pdf document for emailing to the Chair of the Selection Committee.
- Be sure to email one high-resolution photo (portrait) of the nominee along with the nomination package.
- A successful nomination tells the story of a communicator who has demonstrated excellence in his or her professional work, outstanding service to and leadership in IABC, contribution to and long-term support for the communication profession, and thought leadership.

## Master Communicator Selection Criteria

- 1. Contribution to the organizational communication field and profession**  
Major achievements leading to positive and direct impact 0-30 points
- 2. Communication career achievement**  
Communication-related career achievements leading to demonstrable results, scope of responsibilities, advancements, years in the field, education level). Nominee must be an IABC Accredited Business Communicator (ABC). 0-25 points
- 3. Authorship, speaking and lecturing (on communications topics)**  
Books, articles, columns, research papers, seminars, courses, level of professorship demonstrating sustained leadership in one or more areas of expertise 0-15 points
- 4. Contributions to IABC**  
Chapter/district/regional/international board and committee activity, presentations to chapters and districts/regions, articles written for Communication World and other IABC publications 0-15 points
- 5. Other**  
Professional recognition and/or other professional accreditation, awards, citations, honours, community activities and other business-related activities 0-15 points