



International Association
of Business Communicators
Canberra

IABC Canberra

Your roadmap to a certification exam in October 2020

1. Welcome
2. Your local SCMPs and CMP
3. Member journey to certification
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GLOBAL COMMUNICATION
CERTIFICATION COUNCIL

An IABC Initiative

Why Certify?

- Your own reasons – career, market positioning, a stretch goal, other
- There is proven research that certification helps advance your career
- Benefits in this slide pack: <https://slideplayer.com/slide/16213492/>

In the meantime, check out these [four compelling reasons to get certified](#):

- ✓ On average, people with a bachelor's degree and higher, combined with a **certification earn 18% more per week**, when compared to people who hold a bachelor's degree and higher but hold no certification.
- ✓ **50% of all certified professionals are promoted** within the first six months of getting a certification.
- ✓ Certified professionals are **almost two times as likely to received frequent pay rises** than their non-certified peers.
- ✓ **Recruiters are three times more likely to shortlist an applicant's profile** if they have a professional certification to their name.

Source: Career Data Labs

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Who are your local certified members?



Alison Senti SCMP



Victor Zalakos SCMP



Romany Rzechowicz CMP

2020: invest in
your career

June

July

Q&A Roundtable

IABC Canberra will hold a free member roundtable (virtual or in person depending on restrictions) to **answer all your questions about Certification** – including costs, preparation and how the exam itself is conducted. There are lots of free resources to assist you prepare for the exam. Now start preparing your [application form](#) for CMP or SCMP.

Want to invest in your career?

Start thinking now about whether you want to sit for a **CMP or SCMP certification**. There'll be a little bit of prep but we will help you! Start with reviewing the [GCCC Resources & Candidate Handbook](#)

Sept

Study – and ask your buddy

There is a [comprehensive study guide](#) for the exams available. In addition **we will assign mentors** to each applicant. We are fortunate to have at least three Certified members in Canberra who are a phonecall/Zoom/coffee catch up away if you have any questions.

Aug

Time to submit that application

The first step in the Certification process is **submitting an application**. There is a \$100 USD [fee](#) involved but for some lucky members we will be covering the cost of your application to encourage people to pursue Certification. You will be notified within 30 days if your application has been accepted.

Oct

Exam day!

We will hold an appropriately physically distanced **Certification exam right here in Canberra!** We will provide the venue and the examiner, you will need to bring a laptop to sit the multiple choice test. You'll know instantly on submitting your final answer if you've passed. A \$400 USD registration fee is payable if you pass and then an additional \$100 USD per year to maintain your valuable certification.

Congratulations!



Eligibility Criteria

For **Communication Management Professional (CMP) certification**, candidates must demonstrate:

- Eight years of experience and 40 hours of training OR
- Six years of experience, two years of education, and 40 hours of training

For **Strategic Communication Management Professional (SCMP) certification**, candidates must also demonstrate:

- Eleven years of experience and 20 hours of training AND
- Provide a letter of recommendation from mentees or an organization for which the candidate has done pro bono work addressing senior level contributions to communications

WHICH CERTIFICATION PROGRAM IS RIGHT FOR YOU?

CMP

SCMP

Generalist



Specialist



Business communicators established in their careers as managers looking to demonstrate their competence



Highly skilled, senior business communicators counseling to an organization's leadership.



Overview

To attain certification, candidates must:

1. Review the [GCCC Resources & Candidate Handbook](#)
2. Complete the CMP or SCMP [application form](#)
3. Submit the application and pay the [CMP application fee](#) or [SCMP application fee](#)
4. Wait for the GCCC to verify and accept your application
5. Take the appropriate exam
6. Commit to continuing professional development

Once your application has been verified and accepted by the GCCC, you will be notified within 30 days whether you are approved to sit for the exam.

If you are eligible to sit for the exam, you will have two years from the date of your application approval to pass the exam for that level – but you won't need to wait that long!

Proposed Canberra exam - October 2020.

How IABC Canberra can support you towards certification:

- Provide you information and ability to ask us questions (today and leading up to the exam)
- Provide you with a mentor SCMP or CMP if you decide to go ahead
- For those that genuinely want to be certified, we will provide financial support of \$100USD for the exam application fee
- Provide an exam for you to sit in Canberra – mid/late October (venue and date will be announced shortly)

What you need to do:

- Decide to apply (you can do it!)
- Fill out the relevant application form and submit.
- We will reimburse you the \$100USD fee when you submit your application to sit
- Review the study guides provided by GCCC
- Relax and know you are investing in your career

How much does it cost?

Fee Type	IABC Member Status	Cost (US\$)
Application	Members	\$100
Application	Non-Members	\$400
Exam Fee (due upon registration)	All	\$400
Annual Certification Maintenance Fee	All	\$100

Questions?

Some useful links for you to review:

- Overview of process: <http://www.iabcapac.com/professional-development/certifications/process/>
- Categories of certification: <https://gccouncil.org/get-certified-now/>
- Study resources: <https://gccouncil.org/certification-exam-study-resources/>
- Costs: <https://gccouncil.org/about-gccc-certifications/>
- Advice from peers on sitting the exam (members only): <https://thehub.iabc.com/home>
- IABC APAC webinar – <http://www.iabcapac.com/professional-development/webinars/>
(<https://www.youtube.com/watch?v=P8mkDyiy5ds#action=share>)

Also, contact Sara Fowdy at GCCC if you have any queries about your experience and the eligibility criteria:

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