

Build community

Advance your career

Stay ahead of global trends

The **International Association of Business Communicators (IABC)** is an international organization established in 1970 to promote recognition and expertise of professional communication professions in business. Today, it has over 8,000 members across approximately 70 countries.



Many communication problems are becoming apparent in business scene

- Inability to share corporate culture following mergers and acquisitions.
- Rapid changes in business processes and methods due to advances in information and communication technology.
- Lack of awareness within departments about what is happening in other parts of the organization.
- Uncertainty on how to respond to stakeholders demanding dialogue through the internet.
- Difficulty in understanding how to effectively utilize blogs, videos, and social media for corporate public relations.
- Uncertainty on how to turn a corporate crisis into an opportunity.

IABC members leverage a global network to address these issues daily, sharing examples and increasing their knowledge across borders and industries.

Objectives

- **Make business sense of communication:**
Creating meaning of communication in business.
- **Think strategically about communication:**
Considering communication from a strategic perspective.
- **Measure and clarify the value of communication:**
Evaluating and defining the value of communication.
- **Build better relationships with stakeholders:**
Establishing stronger relationships with stakeholders.

IABC Membership Composition by Industry:	IABC Membership Composition by Role:
Advertising, Marketing, PR Consulting Finance Pharmaceuticals Government Agencies Educational Institutions Public Utilities Insurance Telecommunications, etc.	Public Relations (Corporate Communication) Internal Communication Marketing Communication Media Relations CEO/Management Publicity Branding Customer Relations, etc.

Japan chapter has founded in 2010.

In Japan, many corporations and organizations are vulnerable to various communication problems, but few recognize the need for business communication expertise. As a result, career development for business communication professionals remains behind in comparison to the rest of the Asia-Pacific region and the world, which is why we, as the IABC/Japan chapter, feel compelled to make a contribution.



IABC Home page



Japan contact

