



GLOBAL COMMUNICATION
CERTIFICATION COUNCIL

Certification Is More Than A Piece of Paper

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FRSA, SCMP

Stand out from the crowd



“Certification is a strong statement to my employer and my professional community that my expertise and experience have been independently verified and that I continue to demonstrate proficiency in key areas including advising and leading, strategy development, innovation, ethics and reputation management.”

- Christine Elmer, SCMP
Head of Strategic Communications, City of Boroondara



Thinking about
a career move,
looking for a
promotion or
simply want to
earn more?



“Through certification, communicators can not only benchmark their professional capabilities, but also establish a framework that helps to motivate, and structure continued professional development. I recommend certification for those interested in establishing and maintaining their communication careers.”

- Genevieve Hilton, SCMP
Head of Communications Asia Pacific, Lenovo



Designed for today's global job market

**The only professional
communication
certifications developed to
conform to ISO (17024)**



“More and more organisations are looking for communication professionals who are certified, giving them confidence they are employing professionals who keep themselves up to date with the latest trends. Do yourself and your career a huge favour and consider certification.”

- Adrian Cropley OAM, SCMP, IABC Fellow
Founder, Centre for Strategic Communication Excellence



Based on a global standard

**Ethics, Strategy, Analysis,
Context, Engagement,
Consistency**



“It supports the ongoing development of communication practitioners. As a profession we must continue to deliver effective, innovative and ethical communication, and certification helps to benchmark that to a global standard.”

- Mari Barton, SCMP
Chief Executive, Pinch Yourself Communication





What certifications are available?

- **Communication Management Professional (CMP)** – established in their careers as communication managers and looking to demonstrate their competence.

Application Requirements

- Eight years of experience and 40 hours of training
OR
- Six years of experience, two years of education, and 40 hours of training
- Training must have occurred within the two years prior to your application submission for certification.





What certifications are available?

- **Strategic Communication Management Professional (SCMP)** – highly skilled professionals practiced in providing strategic communication advice and counselling to an organisation’s leadership.

Application Requirements

- Eleven years of experience
- 20 hours of training (occurred within the two years prior to your application submission for certification).
- Provide a letter of recommendation from mentees or an organisation for which you have done pro bono work addressing senior level contributions to communication



CMP: By the numbers



3 HOURS
TO COMPLETE EXAM



100
MULTIPLE
CHOICE
QUESTIONS



66%
PASS RATE

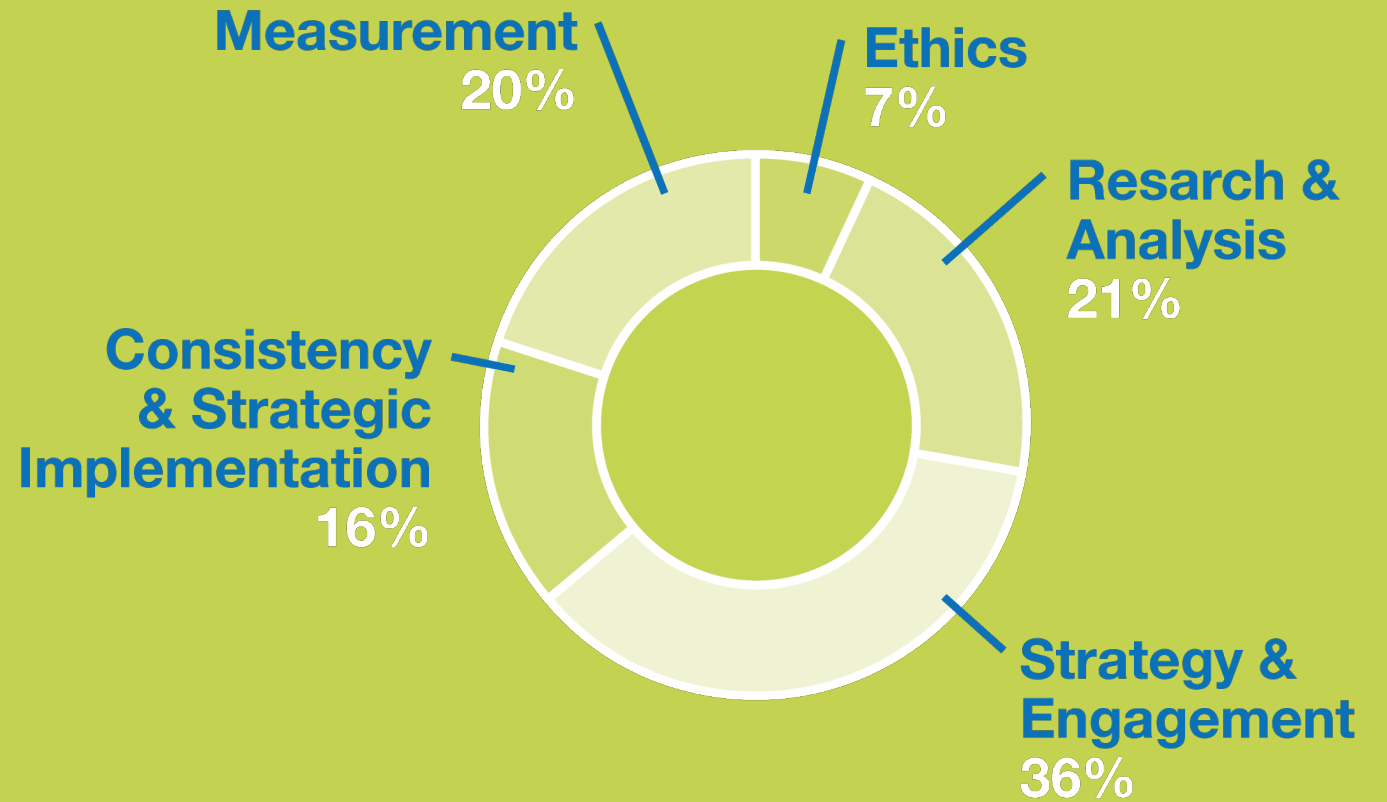


129 CMPs
GLOBALLY





What are you measured against: **CMP**





CMP
practice
question

The main foundation for developing a consistent business communication plan are:

- A. mission, vision and general goal
- B. key performance indicators
- C. previous marketing and communications plans
- D. knowledge of the audiences' requirements.



SCMP: By the numbers



3 HOURS
TO COMPLETE EXAM



100
MULTIPLE
CHOICE
QUESTIONS



88%
PASS RATE

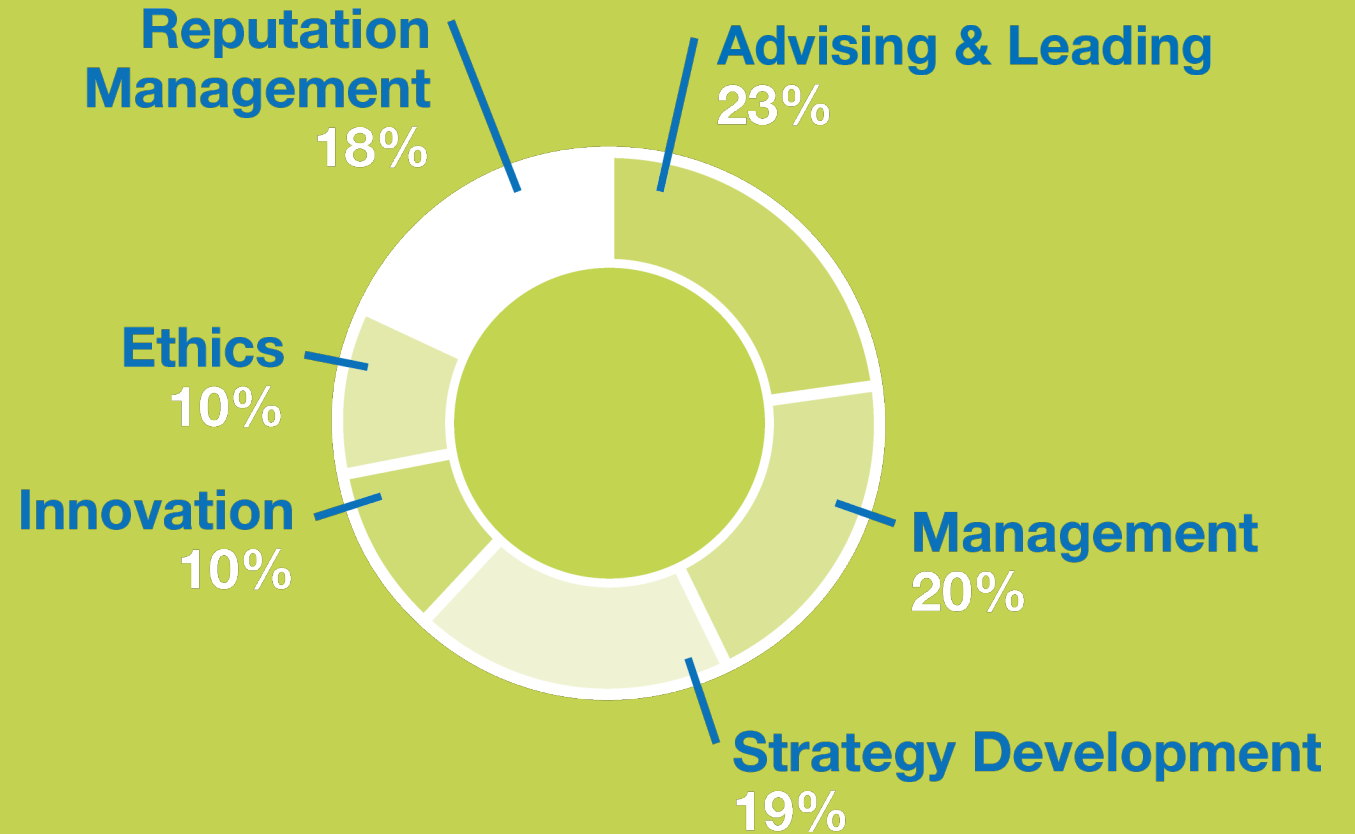


114 SCMPs
GLOBALLY





What are you measured against: **SCMP**





SCMP practice question

It is the beginning of May. You work for a trade organization that surveyed its members for feedback on a series of policy issues. A total of 300 members of the organization of 15,000 answered the survey in January. You have been tasked by the general manager to communicate the survey results to the press and make the results as appealing as possible for journalists. Of the following options, which one is unethical?





SCMP practice answers

- A. Having visuals that accompany the release only illustrate a selection of the survey results
- B. Omitting the sample size in the release
- C. Presenting the results as April results
- D. Sending out the release to a selection of journalists that are known to cover the organization's surveys favourably





What counts as training?

- Skill-based courses offered by businesses, non-profits, industry associations, colleges, universities, trade schools, or vocational schools.
- Webinars, in-service training and self-paced courses if verifiable.
- Courses, workshops and training sessions offered by:
 - ✓ IABC chapters or communities of practice
 - ✓ Employer/company-sponsored programs
 - ✓ Training companies or consultants
 - ✓ Distance-learning companies, including an end of course assessment
 - ✓ University/college academic and continuing education programs





Study resources

“ I spent some time reading the Global Standard on the IABC website, Gold Quill case studies and other external articles on different areas within strategic communication. For me, these types of reading materials helped clarify my thinking as part of the prep.”

– Maliha Aqeel SCMP





Steps to become certified

- Choose the certification that's right for you
- Submit application and fees
- Review GCCC study resources page, including the Job Task Analysis
- Sit for the appropriate exam
- Commit to continuing professional development





What it costs

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



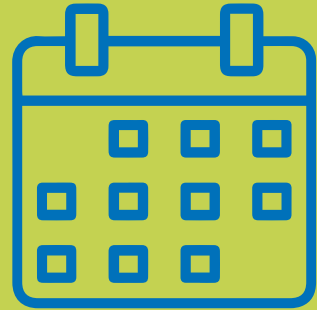




What happens once you're certified?

- You must earn 40 professional development (PD) points per year to maintain your certification.
- Complete your renewal application and pay the annual fee.





Asia-Pacific exam dates

14 October Wellington, New Zealand

18 October Melbourne, Australia

28 October Canberra, Australia

14 November Sydney, Australia

31 January Kowloon, Hong Kong

18 March Wellington, New Zealand





Questions?





**For more
information**

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