



International Association
of Business Communicators
British Columbia

Reasons to love special interest groups

Learn more about why IABC British Columbia loves Special Interest Groups:

1. They appeal to all levels of membership. From students to senior communicators, create groups based on experience level, and discuss topics relevant to each experience level. This is a great way to engage your senior members, to chair a group or be the special guest at a specific meeting topic.
2. They generate revenue. Open this free member program to non-members by charging a nominal fee. Try starting with \$20 per meeting.
3. They create more volunteer opportunities. Chairing a SIG is a manageable commitment for someone who wants to volunteer but doesn't have a lot of time. Start with asking the chairs to commit to four meetings in the year.
4. It's a low risk/cost program. There is no cost to establish a SIG program. Have SIG chairs host the meetings in free spaces. They are 60–90 minutes long and no formal catering is required.
5. They provide an opportunity for informal networking. Attending large networking events can be intimidating for many, let alone finding the right people to connect with in your area of interest. SIGs cut through all of that, and you connect with like-minded peers faster.
6. They create chances for peer-to-peer learning. Because the content of the SIG meetings is informal, it's about sharing our expertise with each other rather than in a classroom setting.
7. They provide membership growth opportunities. Opening SIGs to non-members is a powerful yet casual way to introduce them to the value in joining IABC. We create connection and learning opportunities.