



Student Services



IABC/BC'S STUDENT NEWSLETTER

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

BRITISH COLUMBIA

WINTER ISSUE – DECEMBER 2014

SFU Communique Blog Features Alumna, Patricia Zhou



"I figured out in university through trial and error how to organize a schedule and decide on my priorities...volunteering is fulfilling, and the network you get from it is unbelievable."

- Patricia Zhou

**IABC's Director of
Student Services and
Communiqué Blog
Founder**

Patricia Zhou had vaguely heard of IABC during her first two years at SFU studying Economics and Communication. Little did she know that her involvement with BC's chapter of the International Association of Business Communicators would have such an on-going influence on her career. Patricia shares her experience and advice with current SFU Communication students about the benefits of connecting with the organization.

- ▶ Read the full article online at SFU Communique:
<http://bit.ly/alumni-spotlight-patricia-zhou>

IABC & My Degree: Event Recap

"How do I get there?"

**Between lectures,
papers, and 16 oz
coffees, it's what every
student wonders.**

IABC/BC Student Services had four panelists lined up to help you figure out the answer to that question. With educational backgrounds ranging from PR to writing, our panelists have all made their way from the classroom to their career in the last five years - and each one of them has been involved with IABC through that journey.

- ▶ Some highlights from #IABCstu from our engaged attendees:
<https://twitter.com/hashtag/iabcstu?f=realtime>

Upcoming Event: Communication Planning 101

Presented by Student Communicator of the Year Recipient

Our annual Student Communicator of the Year Award recognizes talented students for excellence in communication.

Applying for this award is a great opportunity for students to test their skills with a recently completed communications project. They also get feedback from a panel of experienced industry experts. All applicants — whether they win or not — will receive feedback from the judges.

Join us in February 2015 to gain in depth knowledge of this award, the application process, and how to excel from a past SCOY award recipient.

- **Learn more about SCOY online:**
<http://iabc.bc.ca/awards-accreditation/student-communicator/>

Please note: the SCOY deadline will be adjusted to the beginning of April for 2015, more updates will be coming soon.



Alexandra Lowe (left) is presented with a SCOY Award at IABC/BC's 2014 Bronze Quill Gala.
Photo Credit: Vincent L. Chan

Opportunities & Resources

Volunteer Opportunity: Events Coordinator – Deadline Extended!

Are you passionate about bringing people together at socially engaging venues? Do you have a creative flair and a head for details?

We're looking for a member who can provide value to student members by supporting vibrant events that engage and inspire students and young professionals.

- Visit our [volunteer opportunities page](#) for the full volunteer description.

For more details or to apply, please contact Theresa Mah, Vice President, Student Services Committee at students@iabc.bc.ca.

Hootsuite Newhouse Advanced Social Media Strategy Certificate

For a limited time, take advantage of 25% off registration for the Advanced Social Media Strategy Certificate (ASMS) program with Newhouse School at Syracuse University online (that's \$550 USD in savings). This offer has been extended to January 16, 2015 and is available to all IABC/BC members.

- **For more information:**
<https://newhouse.hootsuite.com>
- **Hootsuite and Newhouse partnership video:**
<http://youtu.be/HgPB-7qJ8L8>

To receive 25% off registration, please contact Theresa at theressa.m@gmail.com.



We aim to provide the best content to serve our IABC/BC student members. If there's a particular topic you would like to see covered, let us know at students@iabc.bc.ca or tweet us [@IABCbcStudent](https://twitter.com/IABCbcStudent)!