

Grow your career with the

IABC ASIA-PACIFIC ACADEMY

Learn, Lead, Advance.

Our profession is evolving faster than ever with new technologies, changing workplace expectations and increasingly strategic business roles. Professional communicators need to continually build new skills and knowledge to advance our careers and our profession.

The IABC Asia-Pacific (APAC) Academy is an exciting new initiative offering communication professionals accessible, world-class live virtual training aligned with the IABC Career Roadmap, delivered in partnership with the Centre for Strategic Communication Excellence

Our programs provide immediate, actionable insights you can apply in your organisation from day one, to keep up with the latest in communications skills.

Why learn with IABC APAC?

Unlike traditional academic programs, IABC APAC Academy's learning is built by communication professionals, for communication professionals.

Our education focuses on practical capability across every stage of your career. Our courses are designed and delivered by internationally recognised practitioners and thought leaders who bring real-world experience and proven strategies to every session.



What's on offer?

The Academy features three-hour and 90-minute live virtual courses covering strategic planning, change communication, AI in communication, leadership mindset and social media management, taught by leading regional and global practitioners. The timings of these sessions are designed to meet the needs of professionals living and working in the APAC region.

Our courses

AI-Powered Strategic Communication

Learn how to use AI to strengthen strategic thinking, communication planning, audience insight and measurement in professional communication.

Foundations of Strategic Communication Planning

Learn the foundations of strategic communication planning to align communication with business priorities, engage audiences and measure impact.

The Extreme Ownership Mindset for Communication Leaders

Strengthen your leadership by shifting from reactive thinking to accountability, courageous communication and intentional action.

Dealing with Toxic Behaviour and Trolls on Social Media

Build the confidence and skills to manage negative comments, online trolls and difficult conversations while protecting your organisation's reputation.

Social Media and AI: What Actually Matters

Learn how to use AI confidently and ethically in social media for content, moderation, reporting and governance.

Change Communication Fundamentals

Learn the fundamentals of change communication to plan, deliver and measure people-centred communication that supports successful change.

Advanced Change Communication Skills

Learn advanced change communication skills using behavioural science to influence understanding, reduce uncertainty and support successful change.



Who is the Academy for?

The IABC APAC Academy is open to anyone who would like to develop their communication knowledge and skills, no matter where you are.

What will I receive when I complete a course?

You will receive a Certificate of Completion for each course.

If you already hold a CMP or SCMP certification, you will earn one continuing professional development point for each hour of attendance towards your annual renewal through the Global Communication Certification Council (GCCC).

If you are pursuing certification, each hour of attendance counts as one training clock hour towards the 40 hours required for the CMP or the 20 hours required for the SCMP.

How much does it cost?

IABC members receive discounted pricing, while non-members are welcome to attend at the applicable non-member rate.

Course Pricing

Group*	Session duration	Price (AUD)
1	3 hours	\$395 (\$499 non-member)
1	90 minutes	\$235 (\$299 non-member)
2	3 hours	\$195 (\$249 non-member)
3	90 minutes	\$95 (\$119 non-member)

Group discount packages

Registrations	Discount
2-3	10%
4-6	15%
7+	20%

*Group 1 sample countries: Australia, New Zealand, Singapore, Japan, Korea + outside the APAC region

*Group 2 sample countries: India, Indonesia, Philippines, Sri Lanka

Enrol now!

Head to www.iabcapac.com/academy for more information and to enrol.

Date	Course	Duration	Trainer	Time (Melb/Syd)
Thu 3 Sep 2026	Change Communication Fundamentals	90 min	Mel Loy	1:30pm–3:00pm AEST
Tue 8 Sep 2026	AI-Powered Strategic Communication	3 hours	Sia Papageorgiou	12:30pm–3:30pm AEST
Tue 15 Sep 2026	Foundations of Strategic Communication Planning	3 hours	Sia Papageorgiou	12:30pm–3:30pm AEST
Tue 15 Sep 2026	The Extreme Ownership Mindset for Communication Leaders	3 hours	Anshuman Kumar	12:30pm–3:30pm AEST
Wed 23 Sep 2026	Social Media and AI: What Actually Matters	90 min	Felicity Cull	1:30pm–3:00pm AEST
Thu 29 Oct 2026	Advanced Change Management Skills	90 min	Mel Loy	2:30pm–4:00pm AEDT
Thu 5 Nov 2026	Change Communication Fundamentals	90 min	Mel Loy	2:30pm–4:00pm AEDT
Tue 10 Nov 2026	Foundations of Strategic Communication Planning	3 hours	Sia Papageorgiou	1:30pm–4:30pm AEDT
Tue 17 Nov 2026	The Extreme Ownership Mindset for Communication Leaders	3 hours	Anshuman Kumar	1:30pm–4:30pm AEDT
Wed 18 Nov 2026	Dealing with Toxic Behaviour and Trolls on Social Media	3 hours	Felicity Cull	1:30pm–4:30pm AEDT
Tue 24 Nov 2026	AI-Powered Strategic Communication	3 hours	Sia Papageorgiou	1:30pm–4:30pm AEDT
Wed 25 Nov 2026	Dealing with Toxic Behaviour and Trolls on Social Media	3 hours	Felicity Cull	1:30pm–4:30pm AEDT
Wed 2 Dec 2026	Social Media and AI: What Actually Matters	90 min	Felicity Cull	1:30pm–3:00pm AEST
Thu 3 Dec 2026	Advanced Change Management Skills	90 min	Mel Loy	2:30pm–4:00pm AEDT
Thu 4 Feb 2027	Change Communication Fundamentals	90 min	Mel Loy	2:30pm–4:00pm AEDT
Tue 9 Feb 2027	Foundations of Strategic Communication Planning	3 hours	Sia Papageorgiou	1:30pm–4:30pm AEDT
Tue 9 Feb 2027	The Extreme Ownership Mindset for Communication Leaders	3 hours	Anshuman Kumar	1:30pm–4:30pm AEDT
Tue 2 Mar 2027	AI-Powered Strategic Communication	3 hours	Sia Papageorgiou	1:30pm–4:30pm AEDT
Wed 7 Apr 2027	Dealing with Toxic Behaviour and Trolls on Social Media	3 hours	Felicity Cull	12:30pm–3:30pm AEDT
Thu 15 Apr 2027	Change Communication Fundamentals	90 min	Mel Loy	1:30pm–3:00pm AEST
Wed 5 May 2027	Social Media and AI: What Actually Matters	90 min	Felicity Cull	1:30pm–3:00pm AEST
Tue 4 May 2027	AI-Powered Strategic Communication	3 hours	Sia Papageorgiou	12:30pm–3:30pm AEST
Tue 11 May 2027	Foundations of Strategic Communication Planning	3 hours	Sia Papageorgiou	12:30pm–3:30pm AEST
Tue 11 May 2027	The Extreme Ownership Mindset for Communication Leaders	3 hours	Anshuman Kumar	12:30pm–3:30pm AEST
Wed 12 May 2027	Dealing with Toxic Behaviour and Trolls on Social Media	3 hours	Felicity Cull	12:30pm–3:30pm AEDT
Thu 13 May 2027	Advanced Change Management Skills	90 min	Mel Loy	1:30pm–3:00pm AEST
Thu 3 Jun 2027	Advanced Change Management Skills	90 min	Mel Loy	1:30pm–3:00pm AEST
Wed 9 Jun 2027	Social Media and AI: What Actually Matters	90 min	Felicity Cull	1:30pm–3:00pm AEST