IABC Catalyst Submission Guidelines

IABC publishes a variety of content featuring insights from today's brightest communication thought leaders. Through Catalyst, the official online publication of IABC, content analyzes emerging trends in organizational communication, highlights current research and provides helpful tips and tactical advice for communication professionals on a wide range of timely topics.

Content published by IABC must adhere to and align with:

- IABC's Code of Ethics for Professional Communicators
- The Global Standard of the Profession
- IABC's brand values

Content should also be:

- Relevant for business communication professionals.
- Properly attributed to the originator of the content.
- Not promotional in nature.
- Factually correct and well-reasoned.
- Timely and up to date.
- Applicable to a global audience.
- Focused on new, compelling and innovative ideas.

IABC's content addresses a wide range of topics of interest to communicators of all levels and specialties, including:

- Strategic communication planning
- Marketing communication
- Trends in communication practice
- Social media/new media
- Public relations and media relations
- Employee communication
- Career and leadership development for communication professionals
- Communicating globally/across cultures
- Speechwriting and presentations
- Crisis communication
- Change communication

When preparing a submission for *Catalyst* online, consider the following questions:

1. What is the primary purpose of the piece?

2. What is the overarching issue or trend that is being addressed?
3. Who is the audience, in general and within the IABC membership?
4. What insights, perspectives, guidance and innovative ideas will the audience gain?
5. What practical learning points will the audience get, and how can they use this information to support their organization and advance their career?
6. Does the piece include case study examples from a variety of named companies, and are they threaded throughout the piece to support the points being made?
7. Will the piece include quotes from other subject-matter experts who have addressed this issue?
8. Will the article include references to research and opposing views (if applicable) to create balance?
9. Do you have supporting multimedia elements (videos, podcasts) or links out to more information that would strengthen the piece?

Word count for articles in *Catalyst* articles vary, but are generally 700-1,000 words, unless otherwise specified by editorial staff.

For questions about style (including grammar, punctuation and writing for a global audience), please consult the IABC Style Guide.