



International Association  
of Business Communicators  
Indonesia



# PROFILE INDONESIA



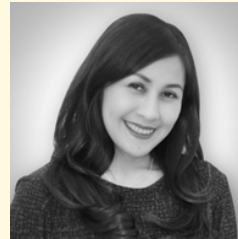
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## About IABC Indonesia

- The inception of IABC Indonesia was begun in 2017 by Elvera N. Makki ABC, SCMP. Vera is the first Indonesian who earned Accredited Business Communicators from IABC in 2010.
- Passionate in communications, her mission with IABC is to enhance the skills and capabilities of the Indonesian communicators and Public Relations practitioners up to the global standard of excellence.
- Together with Donna Priadi, Dwi Fatan Lilyana, and Jeanekewaty Niode, IABC Indonesia was formally established in 2019 under the legal name Perkumpulan Komunikasi Internasional Indonesia.



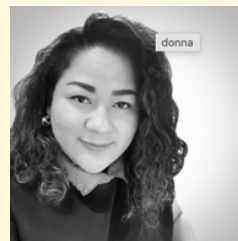
**Elvera N. Makki**  
President



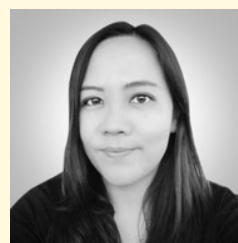
**Donna Priadi**  
Director  
Strategic Partnership



**Dwi Fatan Lilyana**  
Director  
Professional  
Development



**Jeanekewaty Niode**  
Director  
Sponsorship & Events



**Ninesiana Saragih**  
Director  
Social Media &  
Content



**Wing Antariksa**  
Director of  
Professionals  
Development  
(Leadership)



**Dian Noeh**  
Director of  
International  
Relations,



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## **Distinguished Advisor**



**Emil Elestianto Dardak**



**Usman Kansong**



**Adrian Cropley, OAM,  
FRSA, IABC Fellow, SCMP**



**Dr. (H.C) Prita Kemal  
Gani, MBA, MCIPR, APR,  
FIPR**



**Maria Wongsonagoro**



**Asmono Wikan**



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# Global Standard of The Communication Profession

## 6 Core Principles

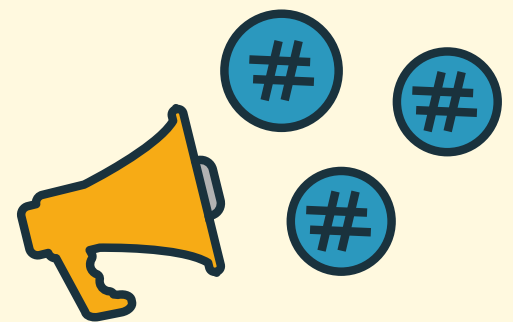
ETHICS



CONSISTENCY



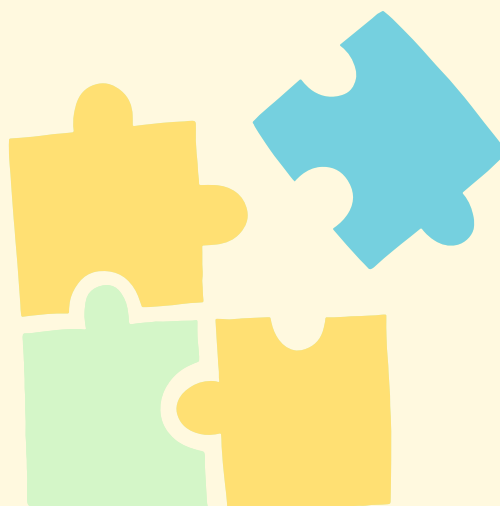
CONTEXT



ANALYSIS



STRATEGY



ENGAGEMENT



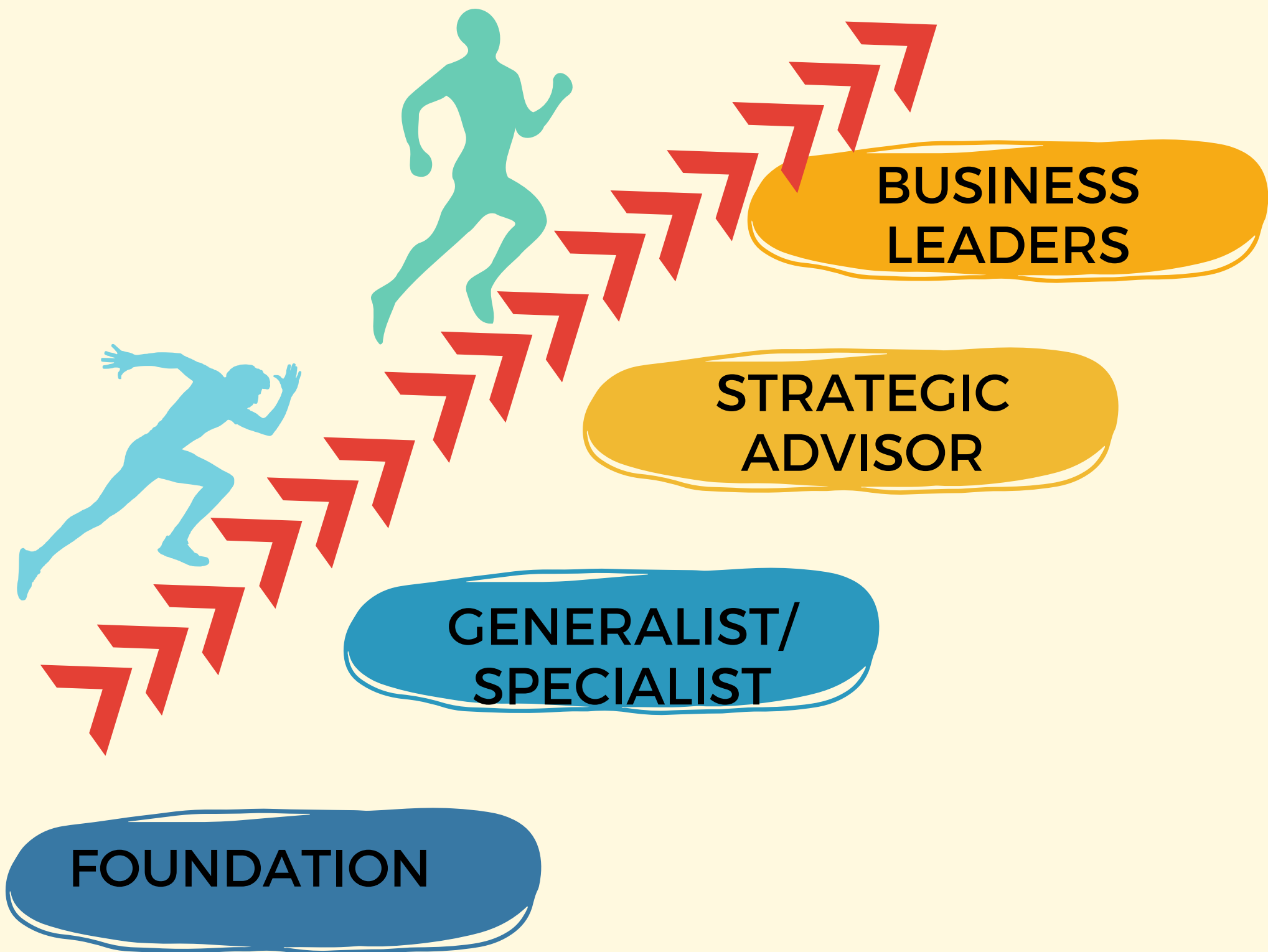
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## We're Here to Support Your Career Path & Help Move Up the Ladder

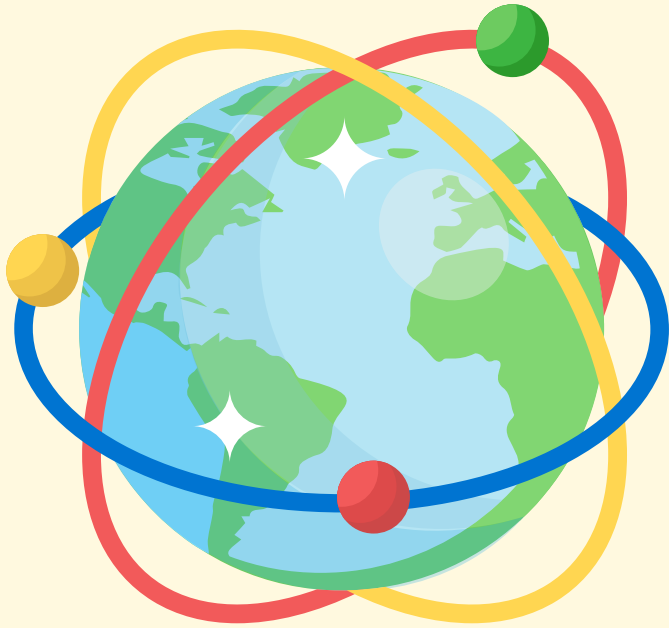


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## The Power of **IABC** You Can Catch Them Online



**100**  
Chapters Worldwide

**8,000**  
Members



**1,000**  
Resources of Knowledge



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## Professional Development Programs

# #POWERBRAINCOMMS

An open-ended discussion, entice  
critical thinking, and insightful

#PowerBrainComms

### FMCG Business in the Pandemic: Understanding Consumers Expectation

Thursday, 19 November 2020, 2.00 - 3.30 PM

Zoom Webinar

FEATURING:



**Mia Triscahyani**  
Head of Consumer Intelligence,  
Nielsen Connect Indonesia



**Ricky Afianto**  
Global Marketing Director,  
Mayora Group



**Marianne Admardatine**  
CEO H+K Strategies

MODERATOR:



**Elvera N. Makki**  
President,  
IABC Indonesia Chapter

LIMITED SEATS

Registration:

<http://bit.ly/IABCRegistration>

Free for IABC Members  
and Volunteers

- ✓ E-certificate
- ✓ Link to recording
- ✓ Win prizes during the discussion



#PowerBrainComms

### *Hari Kesehatan Dunia: Tantangan Komunikasi Publik dalam Sukseskan Vaksinasi Covid-19*

Narasumber:



**Dilla Amran**

Tim Strategi Komunikasi,  
Kantor Staf Presiden RI



**Elvera N. Makki**

Communication &  
Social Impact Advisor,  
VMCS Advisory Indonesia, &  
President IABC Indonesia



**Dr. Robiana Modjo**

Dosen FKM UI,  
Ketua Umum Perhimpunan Ahli  
Kesehatan Kerja Indonesia (PAKKI)



**Donny B.U**

Tim Komunikasi Publik KPCPEN

Moderator:



**Arletta Danisworo**



Jum'at, 9 April 2020,  
16:00 - 18:00 WIB  
Zoom Webinar

Pendaftaran (termasuk e-certificate):

Anggota IABC: **Gratis**

Anggota PAKKI: **Gratis** (1 SKP)

Umum: IDR175K | Mahasiswa: IDR75K

Tautan untuk registrasi: <http://bit.ly/IABCWebinar>



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# Professional Development Programs

## MENTORSHIP

Level-up and navigate careers for  
entry and mid-level professionals

Open Registration (Limited Space)  
**IABC FALL MENTORSHIP**

*Level Up &  
Navigate Your Career Journey*

Meet the Mentors:



**FAJAR ANUGERAH**  
Business Development  
Professional & Experiential  
Learning Designer



**PUTRI REALITA**  
Group Director of Culture,  
Engagement and Inclusive Diversity,  
Danone (Headquarter, Paris)



**WING ANTARIKSA**  
Partner, THINKCAP

Best for Early and Mid-Career Individual  
Registration Form:  
[bit.ly/IABCFallMentorship](https://bit.ly/IABCFallMentorship)

**IABC Member: Free | Non-member: 499K**  
Duration: Oktober - Desember 2022  
Benefits: Professional Networking & e-Certificate

**Zoom 3x and 2x WA Consultation @15minutes  
Group and 1-1 Consultation**

Open Registration (Limited Space)  
**IABC SUMMER MENTORSHIP**

Meet the Mentors:



**Donna Priadi**  
Strategic Partnership, IABC Indonesia  
Country Director, Vriens & Partners



**Dwi Fatan Lilyana**  
Professional Development,  
IABC Indonesia  
Human Capital Professional



**Elvera N. Makki, ABC, SCMP**  
President, IABC Indonesia  
Founder & CEO, VMCS Public Relations

Best For Early and Mid-Career Individuals  
Registration Form:  
[bit.ly/IABCSummerMentorship](https://bit.ly/IABCSummerMentorship)

**IABC Member: Free | Non-member: 499K**  
Duration: July - September | Zoom 3x and WA Consultation  
Benefits: e-Certificate | Group and 1-1 Consultation



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## NETWORKING

# IABCHEERS!

Chat, mingle, and chill



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## Professional Development Programs

# ANNUAL IABC INDONESIA CONFERENCE

Navigate the trends, plenary,  
workshops, awards & recognition







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# Professional Development Programs

## THOUGHT LEADERSHIP TALK

*Celebrating Kartini's Day*  
**WOMEN IN PR**  
PART 4

SPECIAL GUEST

IG LIVE  
Host @iabcindonesia  
Friday, 23 April 2021  
04.00 - 05.00 PM WIB

HOST

**PRITA KEMAL GANI, MBA, MCIPR, APR.**  
Founder & CEO  
LSPR Communication  
and Business Institute

**DONNA PRIADI**  
Director of Strategic Partnership,  
IABC Indonesia

*Celebrating Kartini's Day*  
**WOMEN IN PR**

SPECIAL GUEST

IG LIVE  
Host @iabcindonesia  
Friday, 16 April 2021  
08.30 - 09.00 PM

HOST

**ADITA IRAWATI**  
Advisor to Minister of Transportation  
of Republic of Indonesia

**ELVERA N. MAKKI, ABC, SCMP,**  
Communication & Social Impact Advisor,  
VMCS Advisory Indonesia,  
dan President IABC Indonesia

*Celebrating Kartini's Day*  
**WOMEN IN PR**  
PART 3

SPECIAL GUEST

IG LIVE  
Host @iabcindonesia  
Tuesday, 20 April 2021  
05.00 - 06.00 PM

HOST

**MELANIE MASRIEL**  
Communications,  
Public Affairs and Sustainability  
Director at L'Oréal Indonesia

**JEANE NIODE**  
Director of Sponsorship  
and Events, IABC Indonesia

*IABC Indonesia Goes to Bali Ep. 1*  
**IMPLEMENTING SUSTAINABILITY**  
in Our Daily Life

IG LIVE  
Saturday, 27 March 2021  
11 AM WIB | 12 PM WITA  
Host @iabcindonesia

SPECIAL GUEST  
**Suzy Hutomo**  
Executive Chairman  
The Body Shop  
@sustainable\_suzy

**Dwi Ratna Lilyana**  
SEVP-IC, Inalum  
Director of Professional Development IABC  
@dwi\_ratna

**Elvera N. Makki**  
Founder VMCS Advisory Indonesia  
President, IABC Indonesia  
@vera\_makki

*Celebrating Kartini's Day*  
**WOMEN IN PR**  
PART 2

SPECIAL GUEST

IG LIVE  
Host @iabcindonesia  
Monday, 19 April 2021  
05.00 PM

HOST

**MARIA WONGSONAGORO**  
Founder PR Rembuk,  
President Director IPM PR

**ELVERA N. MAKKI, ABC, SCMP,**  
Communication & Social Impact Advisor,  
VMCS Advisory Indonesia,  
dan President IABC Indonesia

*IABC Indonesia Goes to Bali Ep. 2*  
**RESILIENCE IN DIFFICULT TIMES**

IG LIVE  
Saturday, 24 April 2021  
4 PM WIB | 5 PM WITA  
Host @iabcindonesia

SPECIAL GUEST  
**Janet De Neefe**  
Founder Director  
Ubud Artisan Market

HOST  
**Donna Priadi**  
Director of Strategic Partnership  
IABC Indonesia



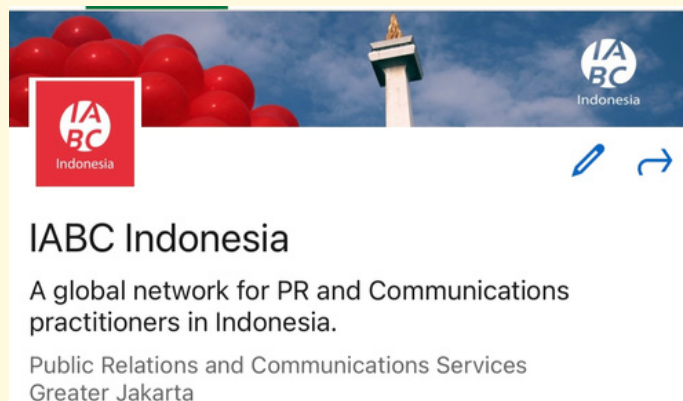
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WE'RE SOCIAL!





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**IABC MEMBERSHIP**

**ONLY**  
**IDR 3.500.000**

**APPLY NOW:**

<https://bit.ly/IABCMembershipForm>

*By applying through this form, you'll  
automatically become a member of IABC Global,  
Asia Pacific, and Indonesia Chapter*



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**A lot of benefits are created  
independently  
from  
Global, Asia Pacific, and  
Indonesia Chapter**



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## Benefits of Becoming IABC Indonesia Members

- Participate in selected webinars and mentorships for free.
- Exposures opportunity to be our distinguished speakers, leadership volunteers, and PR expert team.
- Special discounts for master classes and strategic communication classes.
- Invitation to partake in our networking events conducted every quarter.



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## Benefits of Becoming IABC APAC and Global Members



- IABC Academy - offers and give access to self-paced and on-demand courses that help you expand your knowledge of crucial topics and best practices for your professional growth.
- Catalyst - the official publication of IABC which provides helpful tips and tactical advice for communication professionals on a wide range of timely topics.
- Career Centre - Discover your next career opportunity through IABC's online Job Centre.



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## Benefits of Becoming IABC APAC & Global Members

- Annual World Conference - Learning and networking together with more than 1,000 global PR practitioners at discounted price.
- Gold Quill Awards - The Gold Quill Awards are the only global program designed to recognize the broadest spectrum of communicators. Simply entering gives you value, as you'll receive quality feedback from trained evaluators.
- GCCC Certification (CMP and SCMP) - Give you the opportunity to demonstrate your knowledge and expertise, and provide evidence of your outstanding abilities. GCCC engage you in a process of lifelong learning and provide a structure for keeping your skills fresh and applicable.





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## Benefits of Becoming IABC APAC & Global Members

- IABC Shared Interest Groups (SIGs) - Global communities in which to nurture and develop interests within a specific subject area, e.g. Consultant, Change Management, Healthcare, Education, Student/Early Career, etc.
- Member-only resources - including Gold Quill Award-winning case studies, white papers, e-books and more.
- Member-only tools & templates - Access to member-only tools and templates to help you do your work better.



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## Benefits of Becoming IABC APAC & Global Members



- The Hub - Member-only online community.
- Leadership opportunities - Opportunity to develop leadership skills by serving on an IABC committee, task force or in chapter leadership.
- Network support - A network to support you where you live and work with an IABC chapter. (Local chapters are not available in all areas.)



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Find a variety of knowledge and information for the professional career development of various business communicators, by joining as an IABC Member. Contact us at [info@iabcindonesia.com](mailto:info@iabcindonesia.com)