

## Things you may not know about the 2018 IABC World Conference in Montréal

The [2018 IABC World Conference](#) takes place 3–6 June in Montréal. Over the course of four days, you'll connect with the brightest communication professionals from around the world, have opportunities to absorb fresh thinking, discuss pressing topics and concerns, earn or maintain your certification and participate in team-building activities. The World Conference is the perfect place to get the insights and knowledge you've been looking for to support your career, tackle your daily challenges and use communication to drive business results.

The theme of the World Conference is “The Communication Crossroads,” and sessions will explore the power of communication at the intersection business, culture, functions and audiences. There are many events that are a part of the event and there may be some you may be unaware of. Here are a few options to keep on your radar:

- Come to the World Conference early and immerse yourself in discovering how to further your career at the pre-conference [Strategic Adviser Forum: Corporate Snakes and Ladders with Stephen Welch and Casilda Malagon](#). This special session takes place the morning of Sunday, 3 June.
- We're turning over the afternoon of 5 June to something we're calling [Unconference](#), where World Conference attendees will choose one of four options: Open Space conversations, Game Changer talks, group mentoring with IABC Fellows, and [off-site experiences](#) to benefit the nonprofit [IABC Foundation](#).
- Have you thought about becoming a certified communicator? You can sit for the Communication Management Professional (CMP) or Strategic Communication Management Professional (SCMP) certification exams on 3 June at the conference. You need to [apply to one of these GCCC programs](#) at least two weeks before the conference and register for the exam at least one week prior. Attending the conference also [earns you credits that can count toward obtaining or maintaining your certification](#).

The World Conference is in a class of its own and provides an experience like no other. More than 30 countries will be represented with an all-star set of keynote speakers and breakout session presenters lined up for you. Don't miss out on keynotes from [Seth Godin](#), [Anab Jain](#), [Ryan McCarty](#) and more at the global gathering of the year for business communicators!