

## Exam Tips From an Examiner's Viewpoint

By Mary Hills, ABC

- The main thing is to **read the question carefully** to ascertain what is being asked. (Are you asked to list or explain your answer?)
- **Be strategic** when answering questions. Think of yourself in a leadership role within an organization. Write down how the communication role fulfills a strategic objective of the organization.
- **Watch for skipped questions** that you intend to go back to.
- For those areas in which you may have less expertise, **apply what you do know** if you had to handle the project/situation for an organization.
- **Use the standard methodology for answering essay questions.**
  - Identify what the question is asking you to cover.
  - Tell everything you know about the topic/issue. Make use of questions that you may ask if info hasn't been given in the essay question.
  - Use examples and results to clarify your answer.
- Follow the **Tips for Portfolio** in the IABC/Chicago Accreditation Toolkit to answer the communication plan. In particular, make use of the matrix described on page 3 (Audience, Channel Used, Objective, Key Messages, Distribution, Timing, Measurement, and Cost) to make sure you cover everything.