



# 2022 MEMBERSHIP EXCELLENCE AWARDS

#memcom







# THE MEMCOM MEMBERSHIP EXCELLENCE AWARDS

Congratulations to the winners of the coveted Memcom Membership Excellence Awards 2022!

It was our pleasure to bring the membership sector together once more, to celebrate and highlight the pioneering, vital work of membership organisations on behalf of their members and wider society.

From creative events to impactful campaigning, we hope the following pages will inspire you to do more for your members, whatever your budgets and resources, and help you in turn to think about your own entries in the 2023 Membership Excellence Awards. We will also be highlighting the winning entries in a series of articles and case studies over the coming months.

The Memcom awards would not be possible without our sector specialist panel of judges, who volunteer their time and expertise in judging the awards and deciding the winners – and we'd like to thank them once again for their contributions to the membership sector's largest awards. We'd also like to say a huge thank you to our Headline Awards Partners Liquona and ReadyMembership for their ongoing support, as well as Memcom's other sponsors and partners.

We hope you're inspired to enter the 2023 awards and celebrate your teams' hard work and achievements. Recognition of your successes is always worth celebrating, but even more important in challenging times.

For more details of next year's awards and on how to enter see our [website](#) – but for now bask in the glory and achievements of the winners of the Memcom Membership Excellence Awards of 2022!

Debbie Hockham and Julian Smith, Memcom Directors

*“I was shocked, humbled and delighted to have won the Highly Commended Award for CEO Leadership. The award is extra special because it was the FPM staff who nominated me and I want to thank them for their faith in me as a leader.”*

**Dr Marcia Philbin, Chief  
Executive of the Faculty of  
Pharmaceutical Medicine**





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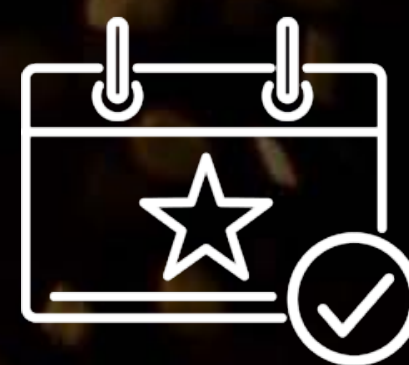


# AWARD CATEGORIES



## DIGITAL

From apps and infographics to e-learning initiatives, these awards celebrate digital projects that push the limits of what is possible and generate real impact for organisations, members and stakeholders.



## EVENTS

From conferences and awards ceremonies to training and networking sessions, events can boost engagement and provide real added value to members.



## ENGAGEMENT

Keeping members truly engaged is critical to an association's survival. From events to CPD initiatives, this category honours those organisations who have honed their member engagement strategies, with impressive results.



## MARKETING AND COMMUNICATIONS

From membership campaigns to public awareness drives, the awards in this section celebrate the innovation, creativity and hard work which drives up marketing standards in the sector and delivers increased value for members, stakeholders and wider society.



## PRINT & PUBLISHING

Always hotly contested, this category honours print publications within the membership sector which demonstrate superior execution of editorial objectives, engaging content, innovative design and noteworthy commerciality.



## PEOPLE

The membership sector could not succeed without its people. This category celebrates the huge positive impact that both individuals and teams have on their organisation, their members and wider society.









DIGITAL





## BEST WEBSITE OR APP

### WINNER:

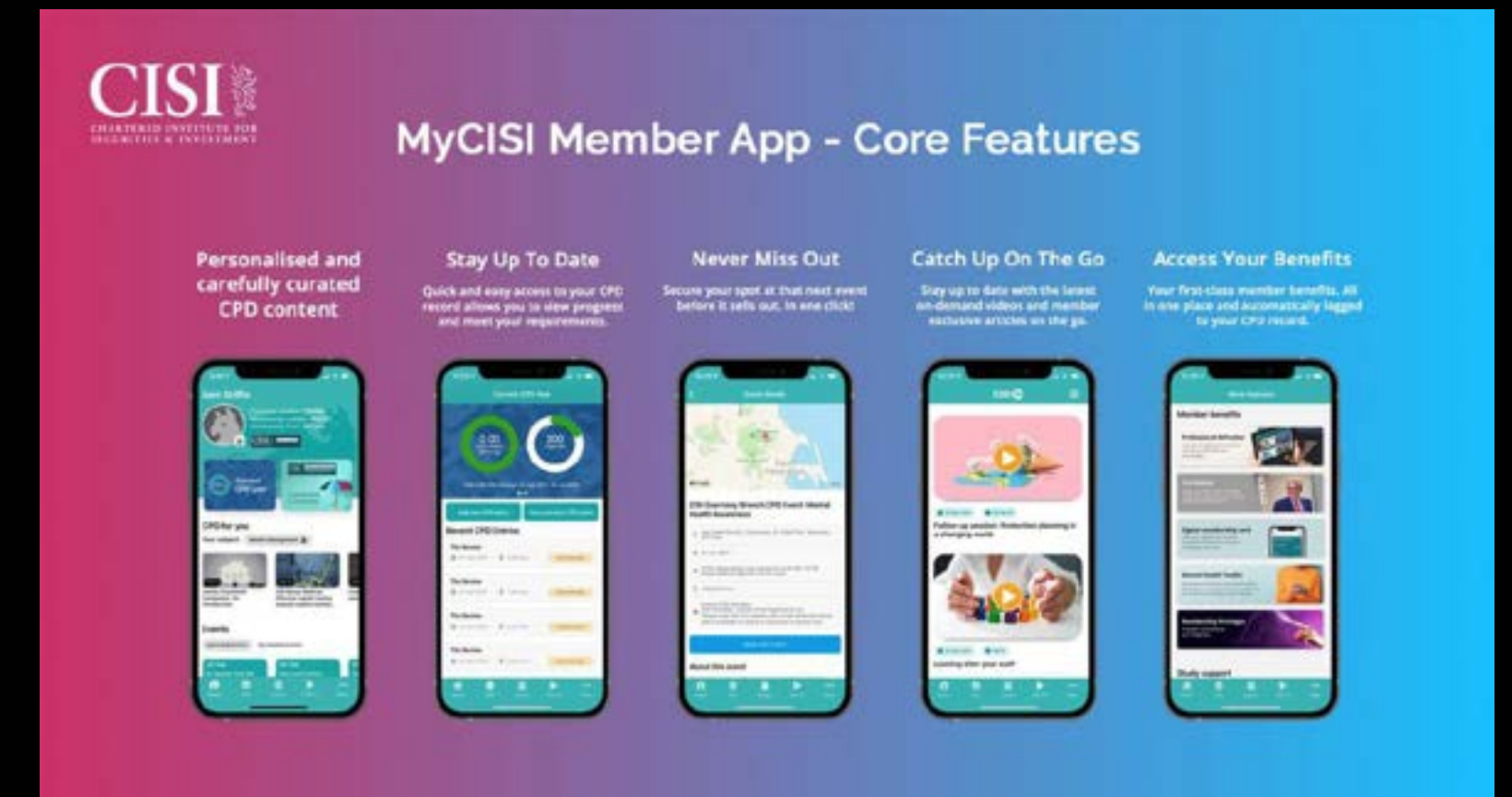
**Chartered Institute for Securities & Investment, MyCISI App**



#### Judges' comments



The judges were very impressed with every aspect of this project, from clearly defined goals to the thorough planning and production process that followed on. The product clearly delivered against the original brief and met its KPIs.



### HIGHLY COMMENDED

**Institute of Workplace and Facilities Management,  
facilitatemagazine.com**



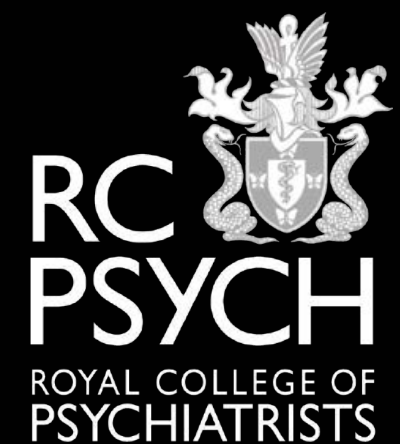
#### Judges' comments:



The new IWFM site impressed the judges with its visually pleasing style - contemporary and consistent in its look and feel.



**Royal College of Psychiatrists, [www.rcpsych.ac.uk](http://www.rcpsych.ac.uk)**



#### Judges' comments:



The judges were impressed with the good all-round delivery and the care and thought that had evidently gone into the project.







## BEST E-LEARNING OR ONLINE EDUCATION INITIATIVE



**TikTok LIVE**  
#LearnOnTikTok LIVE  
Mars Landing

### WINNER:

**Royal Society of Chemistry, Creating chemistry on TikTok**



#### Judges' comments:

“ In ‘Creating chemistry on TikTok’, the RSC have enhanced their provision of engaging educational outreach to support both teachers and children. This impressive initiative took on the challenge of cutting through ‘the noise’ of a fast-moving social network to bring alive the link between chemistry and everyday life to raise awareness of the career opportunities studying chemistry provides. ”

### HIGHLY COMMENDED

**Institution of Gas Engineers and Managers,  
IGEM Hydrogen Knowledge Centre**



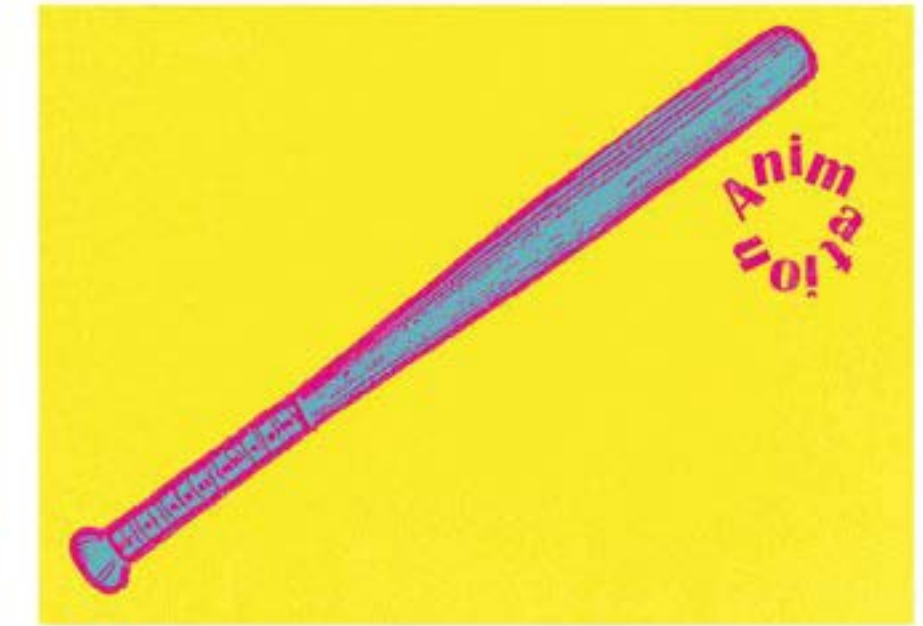
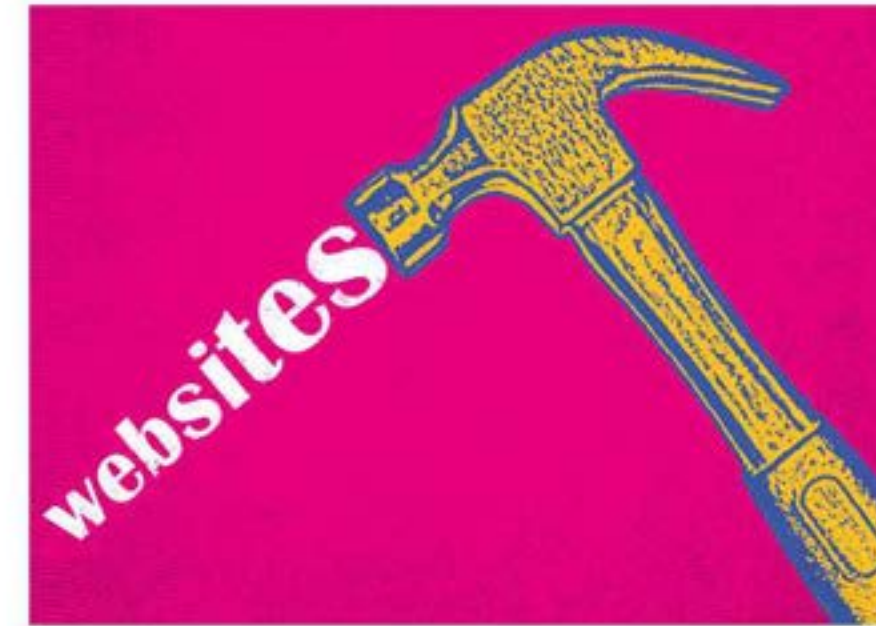
#### Judges' comments:

“ The judges were impressed with the delivery and impact of IGEM’s Hydrogen Knowledge Centre; the first hydrogen digital learning platform of its kind anywhere in the world. ”





A CPL ONE GROUP COMPANY



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## BEST USE OF VIDEO, ANIMATION OR AUDIO

### WINNER:

**Royal Society of Chemistry and Weber Shandwick**

Breaking the GUINNESS WORLD RECORDS™ title for the highest voltage from a fruit battery



#### Judges' comments:



The judges felt that this was a great idea, clearly explained, with a fresh take on familiar subject matter. Congratulations on this well-deserved award.



### HIGHLY COMMENDED

**Institution of Occupational Safety and Health,  
IOSH magazine**

*Entered by: Redactive*

#### Judges' comments:



The judges liked the combination of graphics and 3D photography, as well as use of a different type of voiceover. The clearly executed strategy led to good results and strong member engagement.







## BEST PODCAST

### WINNER:

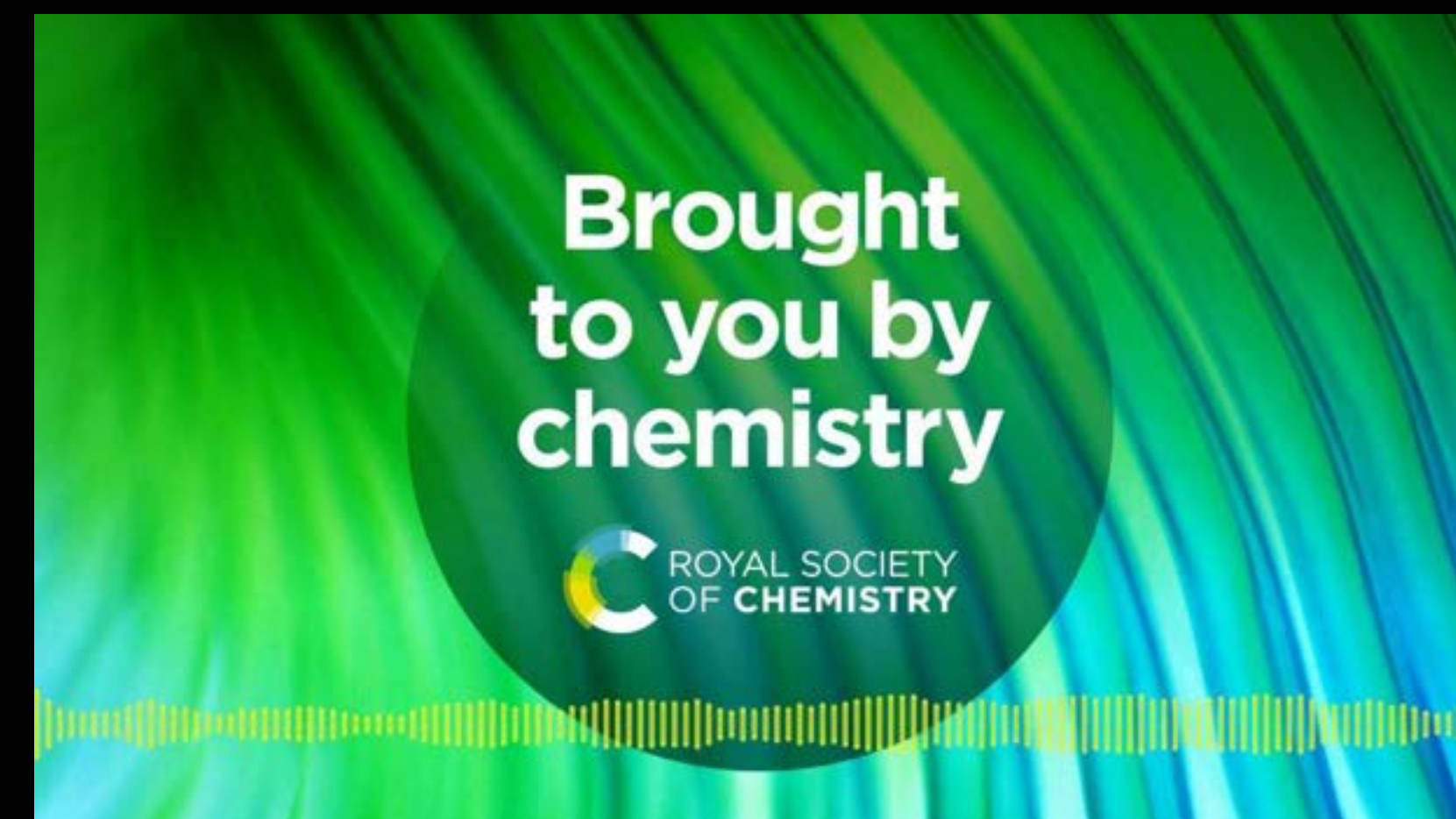
**Royal Society of Chemistry, Brought to You by Chemistry**



Judges' comments:



The judges felt that this project was accessible, engaging and brought what could have been considered dry subject matter to new audiences.



### HIGHLY COMMENDED

**Society for Endocrinology, Hormones: The Inside Story**



Judges' comments:



The judges were hooked by the engaging content, very well written and enjoyable to listen to, they felt they would be going on a journey with Georgia Mills across the series.











# EVENTS





2022  
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# BEST EVENT ON A SHOESTRING <£20K

## WINNER:

**Association of Independent Professionals and the Self-Employed,  
National Freelancers Day 2021**

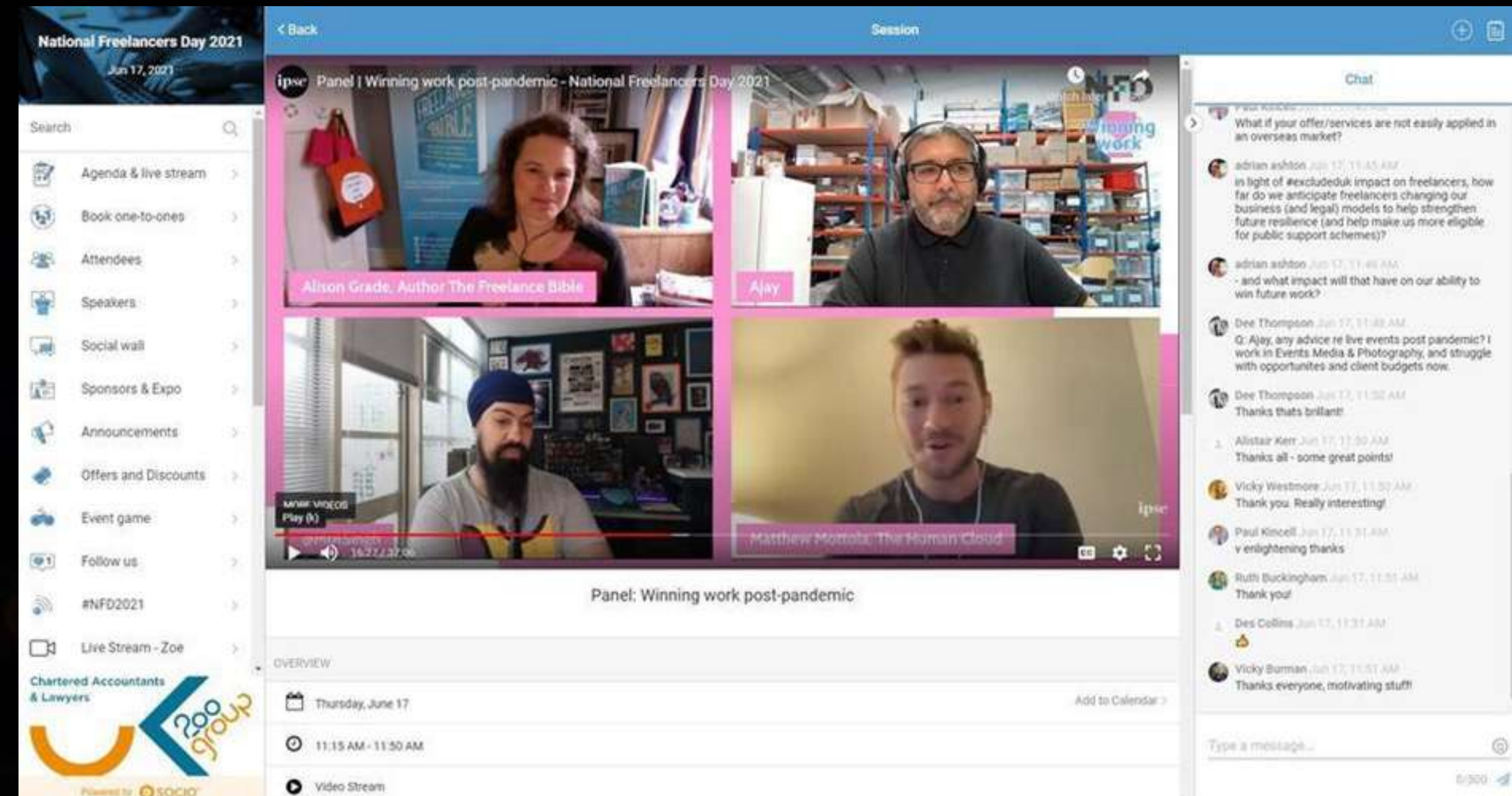
**ipse** The Association of  
Independent Professionals  
and the Self-Employed

**NFD** NATIONAL  
FREELANCERS  
DAY

### Judges' comments:

“ This team demonstrated great knowledge of the membership base and its needs. As well as delegate feedback, measurables looked at the wider reach and exposure in the news, and how they could build a community for the future.

”







# BEST CELEBRATION EVENT OF THE YEAR



## WINNER:

**Federation of Master Builders, 2021 Master Builder Awards**



FEDERATION OF  
**MASTER  
BUILDERS**  
fmb.org.uk

Judges' comments:

“ Good strategy and nice blend of elements to build anticipation. Creative, well thought through, used the online medium as a benefit rather than a hindrance. The engagement and reach achieved will have a long-lasting impact on the organisation. ”

## HIGHLY COMMENDED

**Institution of Structural Engineers,  
The Structural Awards 2021**

The Institution of  
**StructuralEngineers**

Judges' comments:

“ The Institute showed a strategy with purpose - to really push the sustainability message and celebrate their members' impact in this area. ”





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## BEST MEMBER EVENT OF THE YEAR

### WINNER:

**Royal College of General Practitioners, RCGP Annual Conference and Exhibition 2021**

*Entered by: Haymarket*

Judges' comments:

“Not only was this an exceptional hybrid event, but they also engaged a really hard to reach and extremely stretched group of people. Impressive all round.”



### HIGHLY COMMENDED

**Federation of Master Builders, 2021 Master Builder Awards**

Judges' comments:

“A very cleverly delivered event with clear links to regional awards and highly technical delivery.”



**Royal College of Psychiatrists, RCPsych International Congress 2021**

Judges' comments:

“This feels like a genuinely game-changing event and one that has clearly illustrated the power of online and technology.”







## BEST VENUE

**WINNER:**  
**One Great George Street**



One Great George Street

### Judges' comments:

“ They attract a very diverse business base and appear to juggle it effectively. They have not rested on their laurels as an historic and beautiful venue, but are focusing on the needs of today - accessibility, sustainability, a safe environment, great technology and food, and of course, customer service. ”

### HIGHLY COMMENDED

15Hatfields

15H 

### Judges' comments:

“ This venue has really delivered on its sustainability promise. Linking the ethos to the Chartered Institute of Environmental Health is commendable - the positioning is great. ”











2022  
MEMBERSHIP  
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AWARDS



# MEMBER ENGAGEMENT



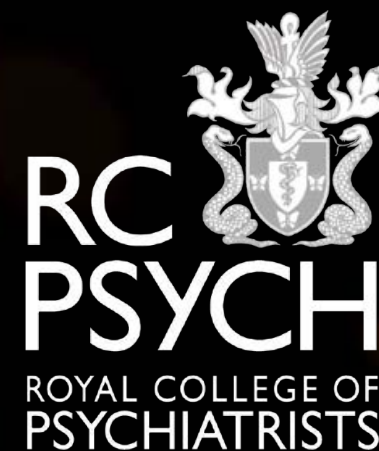


# BEST RETENTION OR RECRUITMENT STRATEGY

## WINNER:

**Royal College of Psychiatrists, Examiner Recruitment**

*Entered by: Liquona*



### Judges' comments:



The College took a simple approach to a very specialist area of recruitment and it worked. They invested in quality video to depict this particular role and appeal to the membership.







# BEST MEMBER SUPPORT OVER THE LAST 18 MONTHS

## WINNER:

**Institute of the Motor Industry**, Cuddle calls and support for members



### Judges' comments:

“The strategy of ‘being there for members’ during Covid was clear and the organisation worked hard to achieve that goal. Particularly impressive was the programme of personal telephone calls to members. The evidence backs up the success of the strategy and good to see the membership growth in the period.”







# BEST MEMBER SUPPORT OVER THE LAST 18 MONTHS

## HIGHLY COMMENDED

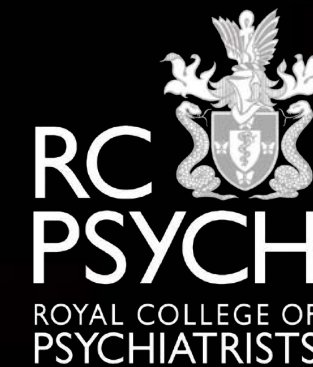
**Association of Independent Professionals and the Self-Employed, IPSE Membership and Member Services**



Judges' comments:

“ Quite clearly the self-employed sector was hit hard by Covid. The panel was particularly impressed by the volume of queries that IPSE coped with and the impact and effectiveness of their work lobbying the government. ”

**Royal College of Psychiatrists, Equality Action Plan**



Judges' comments:

“ Very clear evidence that the College ensured their offering to members in the front line of the pandemic response was commensurate to their needs and the pressures they were facing. The positive feedback indicates that the benefits were much valued by the members. ”

**Royal Academy of Dance, RAD Membership Support Strategy**



Judges' comments:

“ The judges liked the range of activities undertaken to provide broad support to members. The Wellbeing toolkit and the strong virtual AGM with members attending from 22 countries is impressive. ”









# MARKETING AND COMMUNICATIONS





# BEST INTEGRATED MARKETING OR MEMBERSHIP CAMPAIGN

## WINNER:

**National Association of Head Teachers, New Membership Campaign**



### Judges' comments:

“Excellent integrated campaign pulling together marketing, social media, website and strong national PR coverage into one co-ordinated campaign. By focusing on people, story-telling and wellbeing, they have set a high benchmark for future campaigns.”



## HIGHLY COMMENDED

**GS1 UK, Feed us the Facts**



### Judges' comments:

“A great example of how a data-based company have creatively used consumer marketing techniques to build their brand positioning of ‘trusted data, powering progress.’”





# BEST SOCIAL MEDIA PRESENCE



## WINNER:

**Royal Society of Chemistry, Creating chemistry on TikTok**

Judges' comments:

“ This impressive project communicates the link between the discipline and our everyday lives, and raises awareness of the career opportunities on offer. The reach achieved is incredible! ”



**TikTok LIVE**  
#LearnOnTikTok LIVE  
Mars Landing

## HIGHLY COMMENDED

**ICAS, The Institute of Chartered Accountants of Scotland,**  
Bridging the communication gap with Members through social

Judges' comments

“ The team set out to consolidate their communications and raise awareness of existing membership benefits among the ICAS community. KPIs of increasing follower numbers and engagement across various metrics were exceeded, and a new audience reached via Instagram. ”



**National Hair & Beauty Federation,**  
NHBF Social Media

Judges' comments

“ Switching focus to members' preferred channels of communication – Facebook and Instagram – has provided a more effective way to keep them informed of legislation and advice, as well as to 'listen' to their needs or their views on industry developments. Results of Instagram polls on the impact of Omicron on salons were fed to government as part of a call for greater assistance to the sector. ”







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EXCELLENCE  
AWARDS



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## BEST EMAIL NEWSLETTER

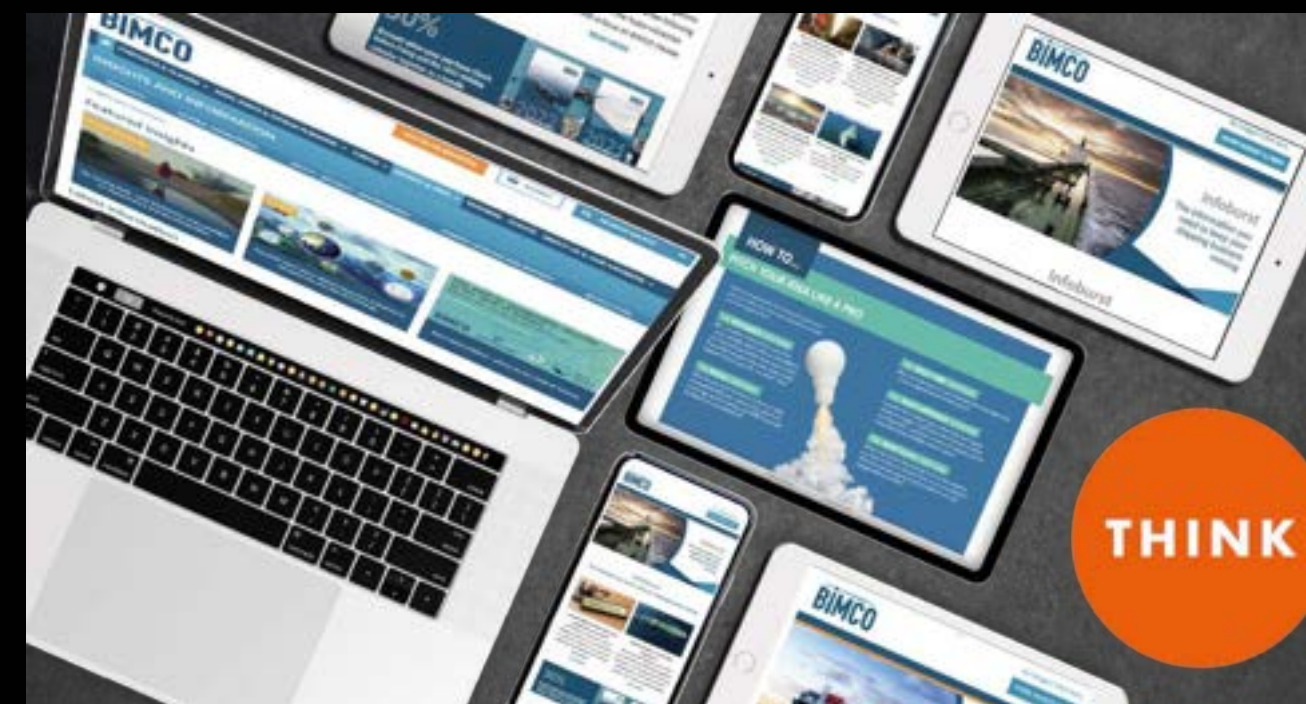
### WINNER:

**BIMCO**, BIMCO newsletter series

*Entered by: Think*

#### Judges' comments:

“ BIMCO modernised its newsletter, pulling content from all areas of the business, and showed that changes could be made without losing impact or reducing open rates. The use of strong colour cues to reinforce messaging, challenge perceptions about the industry and generate high levels of engagement impressed. ”



**BIMCO**

**THINK**

### HIGHLY COMMENDED

**Institution of Occupational Safety and Health,**  
IOSH magazine

*Entered by: Redactive*

#### Judges' comments:

“ IoSH's clean, clear redesign of its email communications generated excellent open and clickthrough rates across the campaign as well as strong, tangible commercial benefits. The simple-to-follow menus of interactive content were a particular member benefit. ”



**Royal Institution of Chartered Surveyors,**  
The Modus email  
*Entered by: Sunday*

#### Judges' comments:

“ A newsletter with stylish, eye-catching creative to encourage interactivity from the reader and make it stand out in a crowded inbox. The judges were impressed by the restructuring and repurposing of content to encourage engagement and high levels of responsiveness to reader behaviour. ”











# PRINT & PUBLISHING





## BEST IN-HOUSE MAGAZINE



### WINNER: Royal College of Physicians, Commentary



Royal College  
of Physicians

#### Judges' comments:

“ The judges were impressed by the quality of this submission, particularly the explanation of the impact that the magazine had achieved. The RCP were able to secure cost savings without sacrificing the design or the high standard of its content. ”



### HIGHLY COMMENDED

Institute of Materials, Minerals and Mining,  
Materials World

**I.M3** Institute of Materials,  
Minerals & Mining

#### Judges' comments:

“ The magazine has compelling content, clean and clear design with lots of human interest contributing to high engagement. ”

British Medical Association,  
The Doctor

**BMA**

#### Judges' comments:

“ The magazine is well produced, with breadth and depth of content, cleaner, crisper design and excellent results. Awareness of a magazine's environmental impact is also very welcome. ”







## BEST MAGAZINE LAUNCH OR RE-LAUNCH



### WINNER:

**Royal College of Speech and Language Therapists, Bulletin magazine**

*Entered by: Redactive*



#### Judges' comments:

“ The range of content types and subjects appeals to a variety of readers, which is key to meeting the memberships' diverse needs. The design enhances the overall appeal of this publication. ”

### HIGHLY COMMENDED

**Royal College of Podiatry, The Podiatrist**

*Entered by: Redactive*



#### Judges' comments:

“ A strong redesign draws readers into the publication. The content is well presented with a diverse range of topics and formats to appeal to the diverse membership. Good member feedback validates the overall approach. ”

**Chartered Insurance Institute, The Journal**

*Entered by: Redactive*



#### Judges' comments:

“ This magazine demonstrated excellent readership retention, with the intelligent use of AI to feed readers tailored content whilst making a challenging shift to an online format. ”





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Events & Awards



CRM & Reporting



Finance



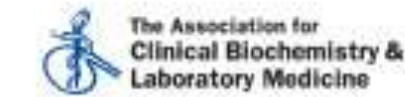
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Association

IST  
International Society  
of Translation







2022  
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# BEST MAGAZINE FOR A PROFESSIONAL ASSOCIATION OR MEMBERSHIP ORGANISATION MORE THAN 20K CIRCULATION

## WINNER:

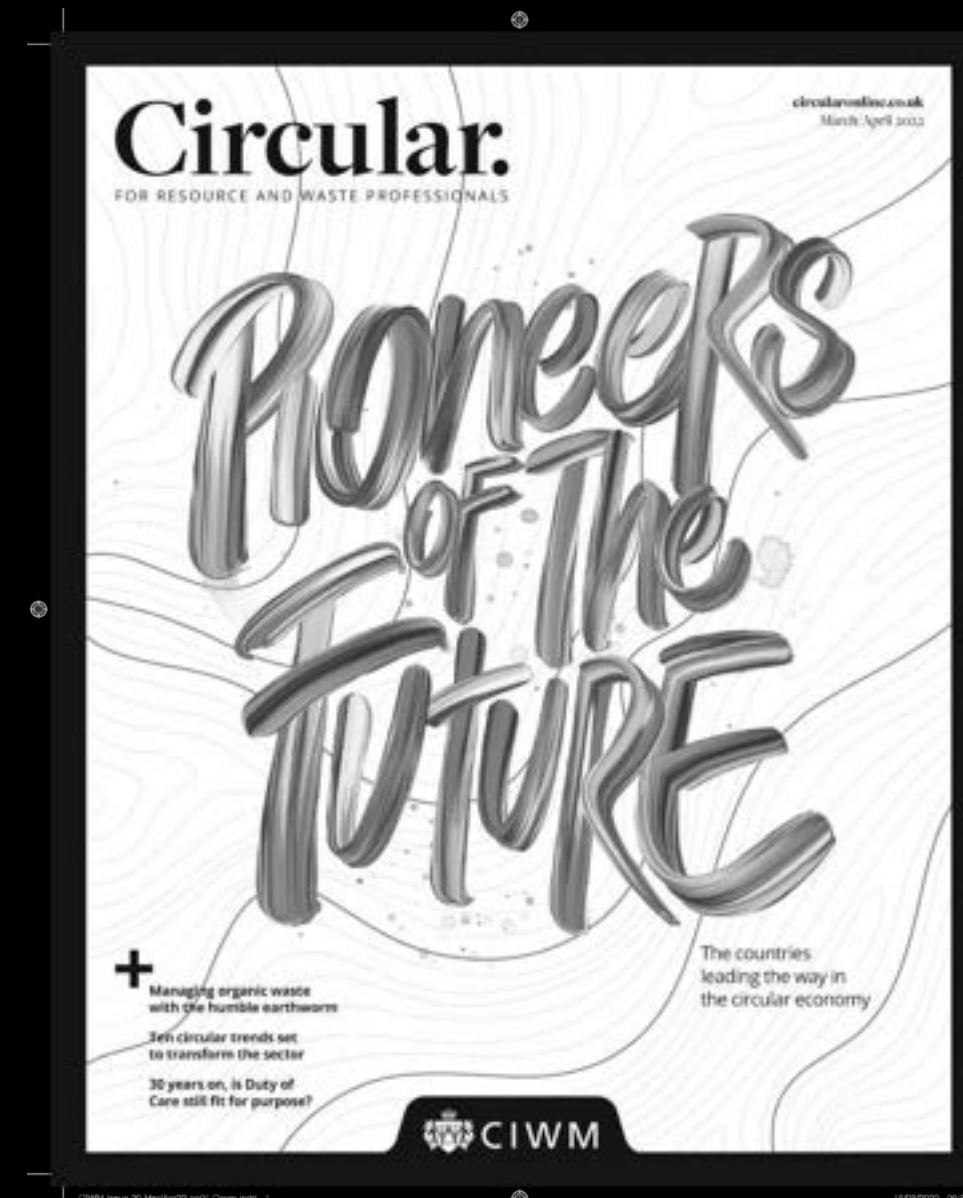
**Chartered Institution of Wastes Management, Circular**

*Entered by: CPL*



### Judges' comments:

“ A world class publication, with fantastic digital augmentation and great measurement. It just doesn't just talk knowledge, it talks wisdom. Great alignment with CIWM's vision - for example, talks about the wider impact of the circular economy - so lifts the profile of the profession and its impact on society and the environment. ”



## HIGHLY COMMENDED

**Country Land and Business Association,  
Land and Business**



### Judges' comments:

“ Significant improvement in performance, visually attractive and highly engaging - backed up with great impact data. ”

**Federation of Small Businesses, First Voice**  
*Entered by: Redactive*



### Judges' comments:

“ Clear, digital platform integration, excellent augmentation of additional content via related podcasts, webinars and videos, and demonstrable evidence of impact. ”





# BEST MAGAZINE FOR A PROFESSIONAL ASSOCIATION OR MEMBERSHIP ORGANISATION LESS THAN 20K CIRCULATION

## WINNER:

**Chartered Institute of Personnel and Development, Work.**

**CIPD**  
*Championing better  
work and working lives*

### Judges' comments:

“

Excellent submission which satisfied the judges at all levels. They were impressed with CIPD's clear strategy to provide relevant content to an important level of membership and to differentiate the offer for Chartered Members. In hard copy magazine format, this is a professional quality production truly reflecting its audience. The impressive design, thought-provoking photography, detailed text and visual articles delivers 'grown up' content for members.

”







# BEST MAGAZINE FOR A PROFESSIONAL ASSOCIATION OR MEMBERSHIP ORGANISATION LESS THAN 20K CIRCULATION

## HIGHLY COMMENDED

**Royal College of Podiatry, The Podiatrist.**  
*Entered by: Redactive*



Judges' comments:

“ The publication addresses differing member types with a variety of topics linked to CPD opportunities. Excellent design and layout and great photography, including digital, which supports the content well. ”

**Royal College of Speech and Language Therapists, Bulletin**  
*Entered by: Redactive*



Judges' comments:

“ An excellent submission demonstrating an understanding of member needs and the issues affecting them as a result of the pandemic and social change. Great design, diverse range of content and strong testimonials. ”

**School Library Association, The School Librarian**



Judges' comments:

“ The magazine is well produced, professional and well integrated within the wider portfolio of marketing products. It is also great to see the financial and environmental benefits. ”









# PR & CAMPAIGNING





## BEST CAMPAIGN ON A SHOESTRING



### WINNER:

**Recruitment and Employment Confederation,**  
Digital Right to Work Campaign



#### Judges' comments:

“ A well conceived and well executed campaign, with clear goals, clarity of message and a great result. Text book!! ”

### HIGHLY COMMENDED

**Royal College of Physicians, Inequalities in Health Alliance**



#### Judges' comments:

“ Achieving collaboration from such a wide range of stakeholders is to not be underestimated. A creative and well-evidenced campaign. ”





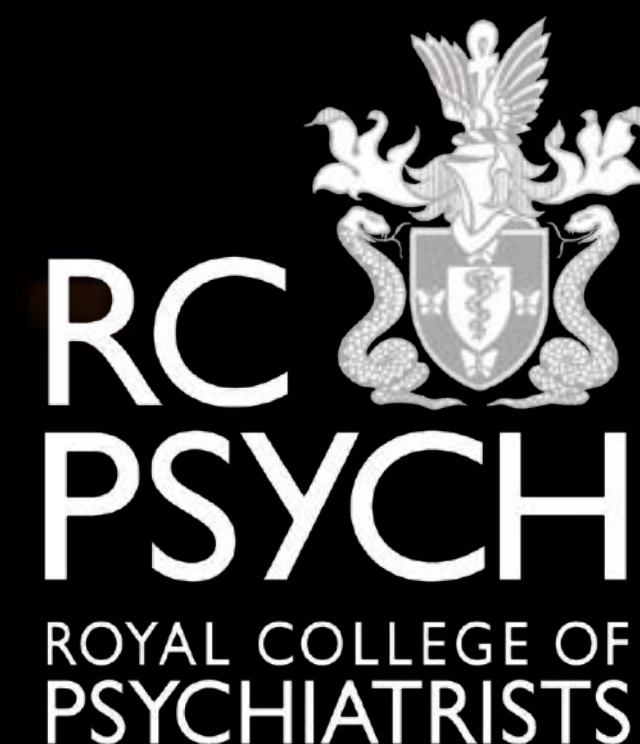
## BEST EQUALITY, DIVERSITY OR INCLUSION INITIATIVE

### WINNER:

**Royal College of Psychiatrists, RCPsych Equality Action Plan**

Judges' comments:

“ How best to measure the impact of EDI activities poses a challenge for many organisations and RCPsych's ability to demonstrate success in this area sets them apart. They are proactive in publicly campaigning on a wide array of diversity and inclusion issues. ”

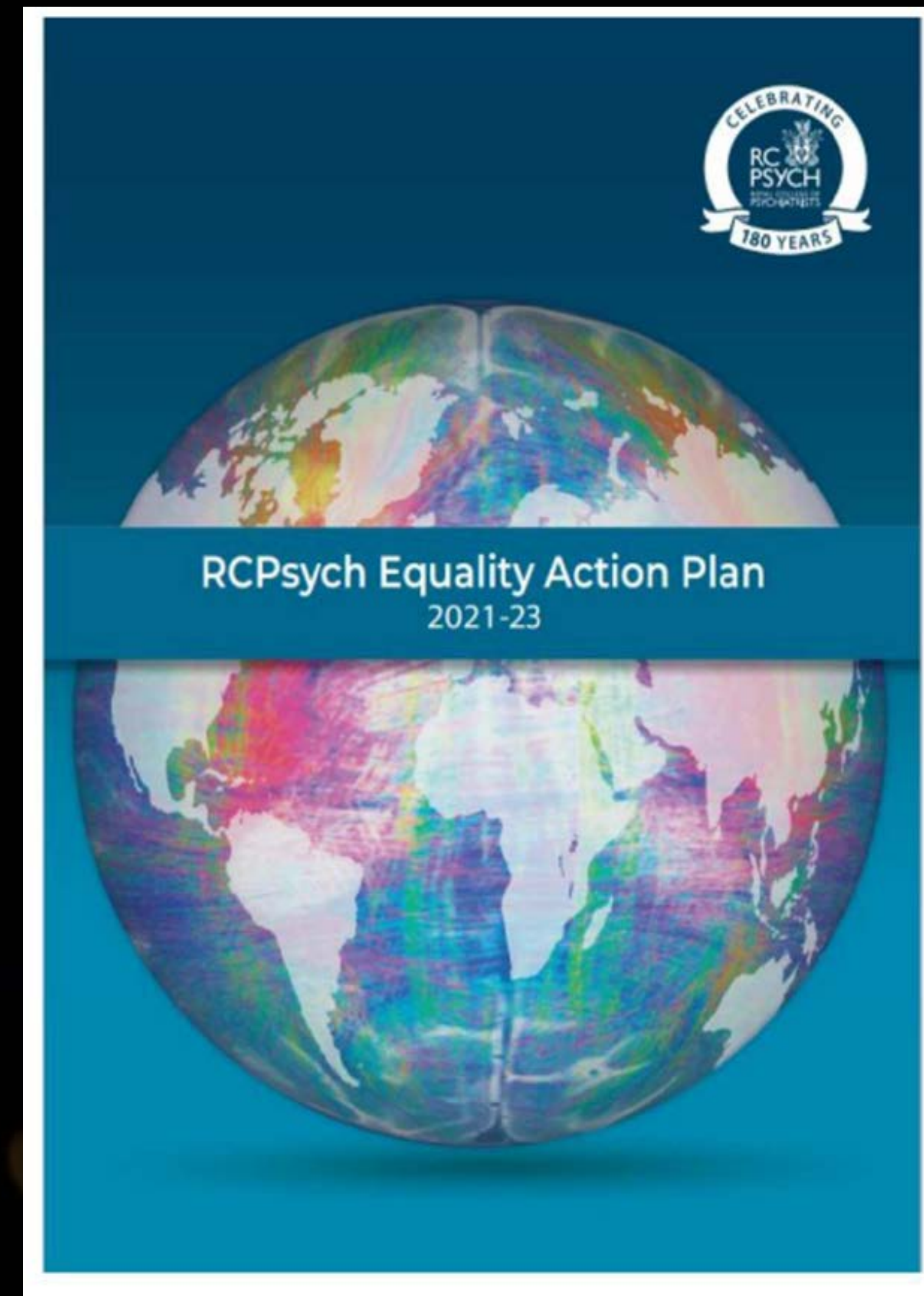


### HIGHLY COMMENDED

**Railway Industry Association,  
Equality, Diversity & Inclusion Charter**

Judges' comments:

“ The judges particularly liked the transfer from 'charter' through to actions, and then to collaboration with the industry. Vital that other agencies work together on this. ”







## memcom recruitment

Our recruitment services offer unrivalled sector knowledge and access to a large network of candidates, whether you need an executive appointment, specialist recruitment or simply ad-hoc support to cover sickness or restructuring.

We recruit for all levels and functions within the sector including senior management, marketing, HR and corporate services.

Explore our full range of services below, or go straight through to our jobs board if you are looking for a new role.

[Find out more](#)



### Testimonial:

*"I would highly recommend memcom's outplacement services. Personally, I felt that Julian truly cared, adopting the values of our organisation and always going the extra mile. The participants also commented on the support he gave in helping them move forward and feeling positive about it. Practically, the quality of memcom's supporting material was excellent and the support provided in a time of crisis made all the difference."*

**Karen Coleman, Head of Learning & Development**  
Plan International



## memcom membership

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### Become a member today and receive:

- ◆ Discounts to our annual flagship conference
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- ◆ Free 1-hour career review session with memcom executive consultant.

\*for organisational members only.

[Find out more](#)



### Testimonial:

*Hearing the views and questions from other Chief Executives is always beneficial and I find the memcom events an excellent platform for meeting those outside my sector.*

**Daniel Burdass, CEO**  
The Physiological Society







## BEST LOBBYING CAMPAIGN

### WINNER:

**Nautilus International,**  
Fair Treatment - Borders Bill campaign against criminalisation of seafarers

#### Judges' comments:

“ A highly focused, impactful campaign with a clear and simple objective, a powerful video and delivered effectively. The judges had not previously considered the role that seafarers played during the pandemic. Impressive campaign! ”

### HIGHLY COMMENDED

**Recruitment and Employment Confederation,**  
Digital Right to Work Campaign

#### Judges' comments:

“ Strong submission across all three areas - with clear and lasting impact. The judges welcomed the section on future advocacy. ”







## BEST PUBLIC AWARENESS CAMPAIGN OR ADVANCEMENT OF A CAUSE



### WINNER:

**Royal Society of Chemistry, Making a splash - PLFs and paint recycling**



#### Judges' comments:

“ This campaign had clear goals and was well executed. The narrow focus would normally struggle to get media attention, but the results, punching through to parliament, were particularly impressive. ”

### HIGHLY COMMENDED

**GS1 UK, Feed us the Facts**



#### Judges' comments:

“ A clever use of partnerships with thought-leaders gave gravitas and credibility to a very well executed campaign. It's not easy for a b2b brand to achieve consumer cut-through and this was impressive. ”

### HIGHLY COMMENDED

**Nautilus International, Fair Workplaces - campaign against P&O Ferries betrayal**



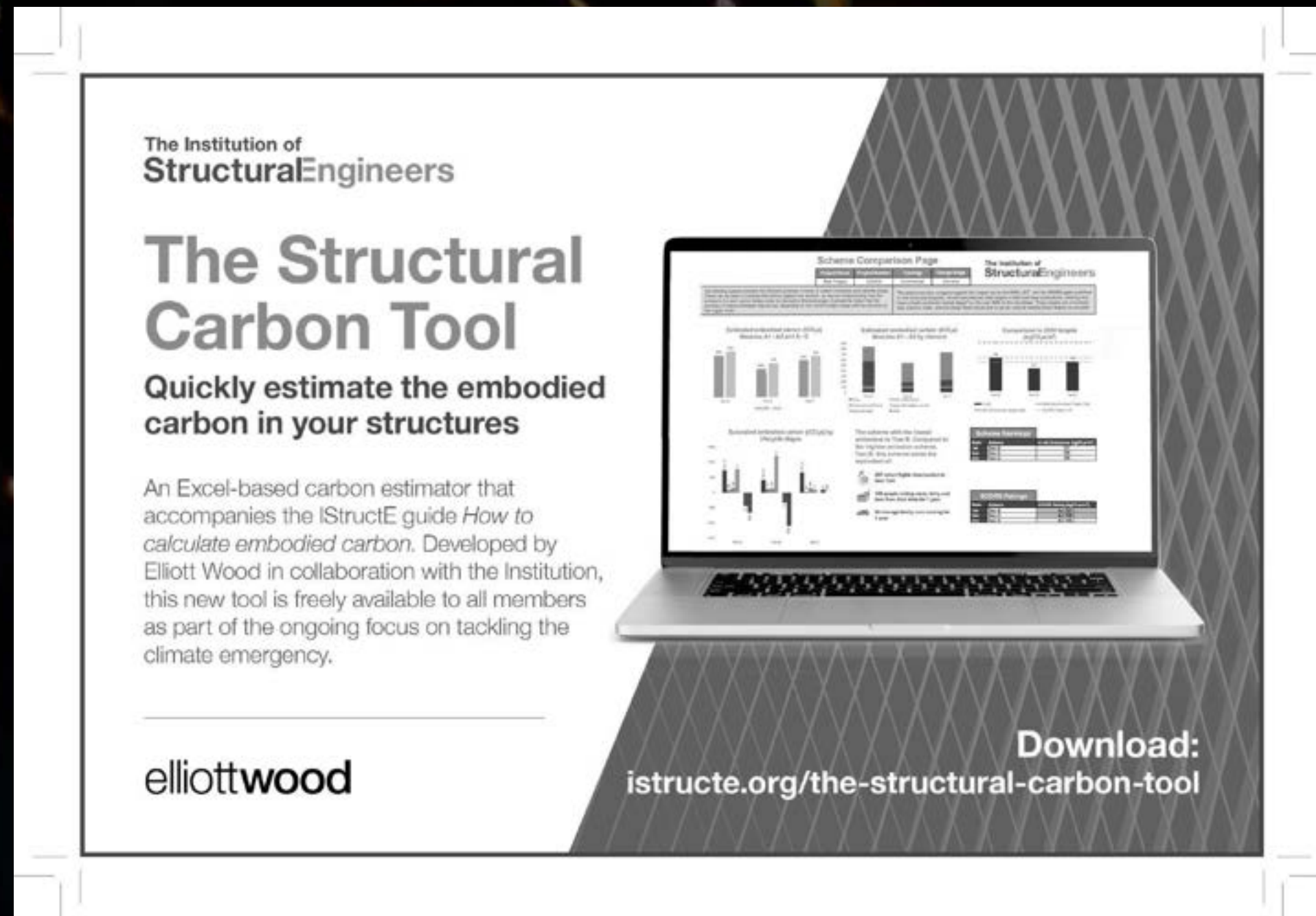
#### Judges' comments:

“ A very impressive mobilisation across all channels and on all fronts, particularly with responsive social media. ”





# BEST SUSTAINABILITY INITIATIVE



## WINNER:

**Institution of Structural Engineers, The Structural Carbon Tool**

The Institution of  
**StructuralEngineers**

### Judges' comments:

“ The judges liked the idea of a simple to use and high value tool for members. The strategy was clear and member collaboration was good. The evidence of success was compelling. ”

## HIGHLY COMMENDED

**Royal Society of Chemistry,**  
Leading the chemistry conversation on  
sustainability



### Judges' comments:

“ Clearly identified issues and great thinking around working through the industry supply chain for the paints campaign. Also clever to weave in the public perceptions. ”









# ORGANISATION





# BEST TRADE ASSOCIATION OF THE YEAR

**WINNER:**

**Logistics UK**

*Entered by: Haymarket Media Group*

# LOGISTICS UK

Judges' comments:

“An excellent example of the power of lobbying, and an impressive number of policy wins for members throughout the year. Strong use of social media to build awareness of the issues. Particularly liked the idea of skills bootcamps.”

**HIGHLY COMMENDED**

**Federation of Master Builders**

Judges' comments:

“The judges were impressed with a clear strategy focusing on supporting members and delivering strong ROI, with measurable evidence of innovation and success.”



FEDERATION OF  
**MASTER  
BUILDERS**  
fmb.org.uk







# BEST PROFESSIONAL BODY OF THE YEAR

## WINNER:

**British Chiropractic Association**



British  
**Chiropractic**  
Association

### Judges' comments:

“ A courageous and well-defined project to reposition the profession and the professional body by dealing with poor reputation and perceived variable practice. ”

## HIGHLY COMMENDED

**Chartered Institute of Personnel and Development**

**CIPD**  
*Championing better  
work and working lives*

### Judges' comments:

“ The judges liked the innovative ideas such as the "virtual hackathon." A lot of hard work and energy involved. CIPD practice what they preach. ”









PEOPLE





## EDITOR OF THE YEAR

### WINNER:

**Emily Rodway**, Editor of National Trust of Scotland Magazine  
Think



#### Judges' comments:

“ Emily has shown clear strategic focus, creativity and expertise – using print, email, online, audio and events to enrich the member experience, drive visits to National Trust of Scotland properties and support member renewal and engagement. ”



### HIGHLY COMMENDED

**Alex Smith**, Editor of Chartered Institution of Building Services Engineers' Journal  
CPL

#### Judges' comments

“ Alex's work is clearly appreciated by both the Institution and its members. The broad range of testimonials provide clear evidence of the strength of the journal through Alex's leadership. ”







# AGENCY OR SUPPLIER TEAM OF THE YEAR



## WINNER:

Think (in partnership with Certsure)



### Judges' comments:

“ This entry really tells the story of how Think has achieved its objective, and the impact this has had. The entry provided an excellent balance of qualitative and quantitative evidence of impact, and the judges welcomed the additional detail of how magazine content is pulled through to other client communications. ”

## HIGHLY COMMENDED

Red Brick Road



RED BRICK ROAD

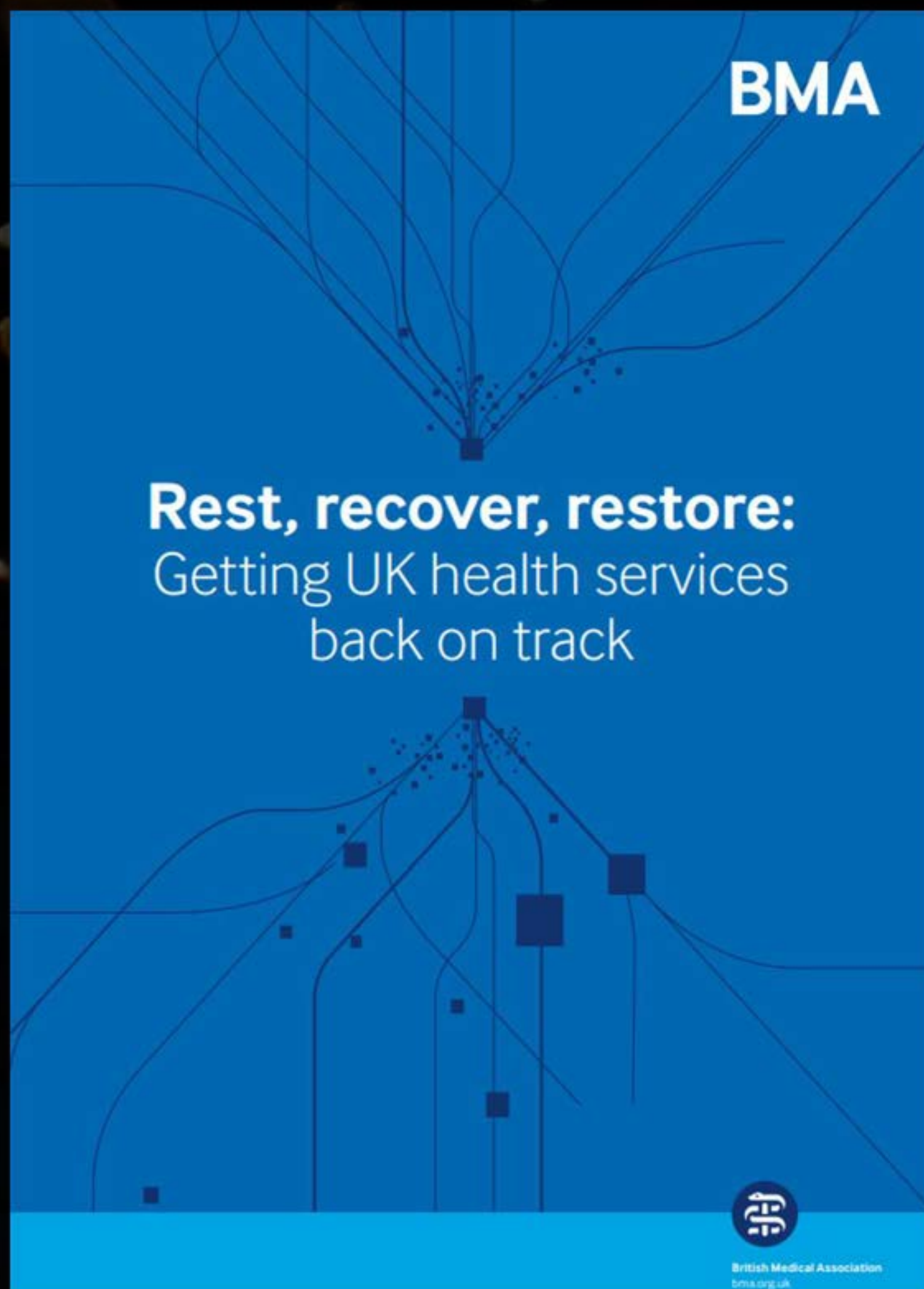
### Judges' comments:

“ GS1 is an organisation responsible for the delivery of key data which is a vital backdrop to our everyday lives - Red Brick Road has succeeded in bringing this client out of the shadows. The approach to the rebrand was focused and relevant for each channel. ”





## TEAM OF THE YEAR (MEMBERSHIP ORGANISATION)



### WINNER:

**British Medical Association**, Communications and Policy Directorate



#### Judges' comments:

“ The BMA’s Communications and Policy Directorate clearly demonstrated an impressive response to COVID-19 under significant pressure. The imperative to react to the rapidly developing pandemic, through deployment of new services, new ways of working and constant demands for advice and information required agility and imagination. ”

### HIGHLY COMMENDED

**National Association of Head Teachers,**  
Marketing and Communications



#### Judges' comments:

“ Schools were too often forgotten during the pandemic and the NAHT played a vital role in keeping head teachers up to date on rapidly changing expectations and guidance. They never forgot that their members’ interests come first and demonstrated an ability to challenge government and policy makers in a pragmatic and non-confrontational manner. ”





# OUTSTANDING CONTRIBUTION TO A MEMBERSHIP ORGANISATION

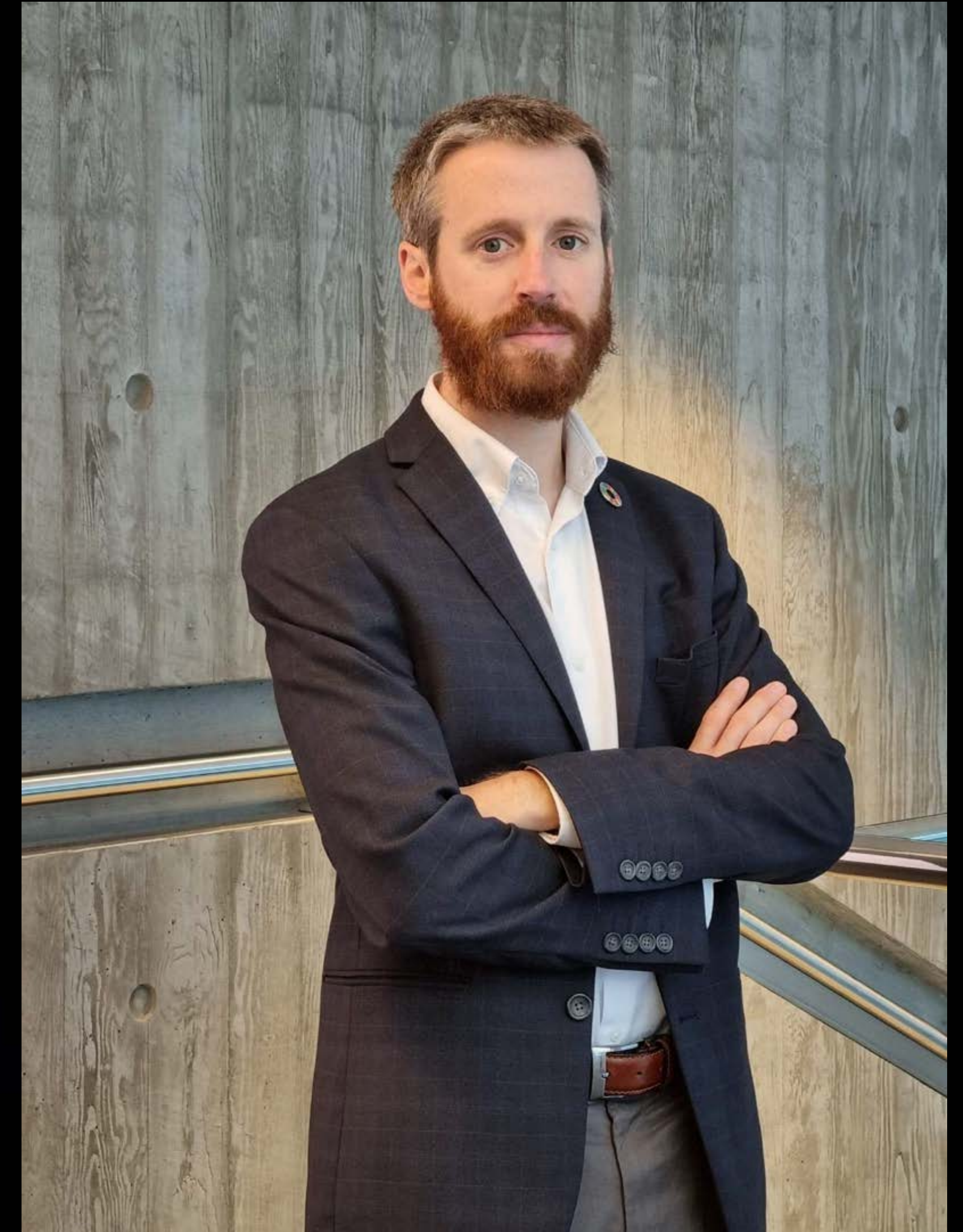
## WINNER:

**Will Arnold**, Head of Climate Action, Institution of Structural Engineers

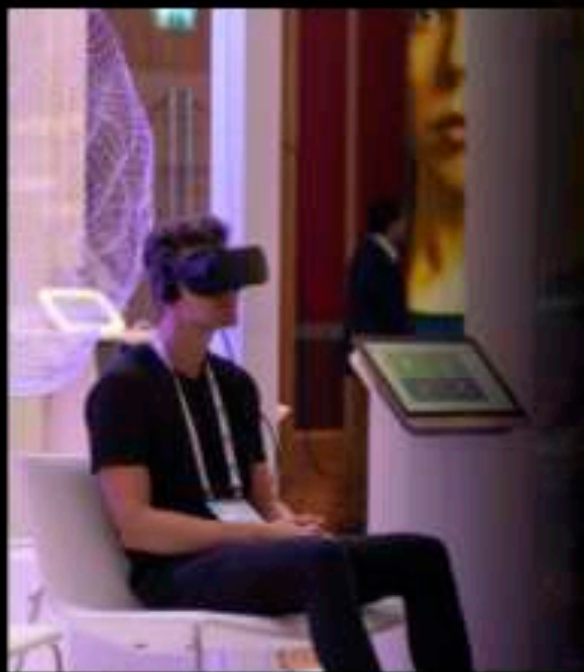
The Institution of  
**StructuralEngineers**

### Judges' comments:

“ With clear, realistic and ambitious goals and acknowledgement that change is delivered best by engaging members and staff as champions for a new way, Will Arnold has shown what can be achieved in taking on the pressing issue of our age within one organisation and its membership. ”







# Enhancing engagement to build your **tomorrow**







## BEST PRESIDENT OR CHAIR

### WINNER:

**Agnes Favillier**, Association of Corporate Treasurers



TREASURY  
EXCELLENCE  
AS STANDARD

#### Judges' comments:

“ Agnes has a truly impressive leadership style. Agnes supports the organisation and engages well with council members to think more strategically. There is strong evidence of improvements on the EDI agenda, too. ”



### HIGHLY COMMENDED

**Dr Chaand Nagpaul**, British Medical Association



#### Judges' comments:

“ Chaand demonstrated that he has done extensive and impressive media work on a political and member engagement basis. ”





# THE MEMCOM CEO LEADERSHIP AWARD

## HIGHLY COMMENDED

**Dr Marcia Philbin**, Faculty of Pharmaceutical Medicine

Judges' comments:



“

Marcia joined FPM as CEO in June 2019. Through her infectious enthusiasm and strategic approach, Marcia has transformed the Faculty into a modern, agile and goal-oriented organisation, with a growing membership and greater engagement.

Marcia has introduced new income streams and secured funding for projects to further support members and expand e-learning offerings. Programmes to support the career development of young people, particularly those from disadvantaged backgrounds, have also been created.

”



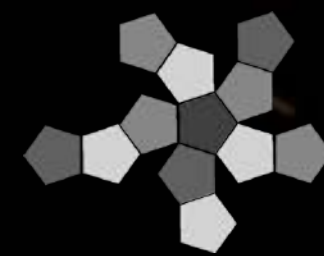




# THE MEMCOM CEO LEADERSHIP AWARD

## WINNER:

**Dr Noorzaman Rashid**, Former CEO of Chartered Institute of Ergonomics and Human Factors



Chartered Institute  
of Ergonomics  
& Human Factors

### Judges' comments



Noorzaman was appointed CEO of CIEHF in September 2019 and swiftly reshaped the 5-year strategy. He has transformed the Institute into an internationally proactive scientific body, harnessing the expertise of its membership to greatly increase the number of publications, forge new links with other professional bodies as well as commercial partners to bring in new revenue. Noorzaman has also created new sector groups in much needed areas.











# THANK YOU

The Memcom team would like to extend a huge thank you to everyone involved in making these awards a success – all of the entrants, our sponsors and partners, as well as our panel of expert judges detailed below.

Nominations for the 2023 awards open in late 2022. For more details please visit [www.memcom.org.uk/awards](http://www.memcom.org.uk/awards).

## Alastair McCapra

CEO, Chartered Institute of Public Relations (CIPR)

## Andy Burman

CEO, British Dietetic Association (BDA)

## Anne Godfrey

CEO, GS1 UK

## Anne Marie Graham

CEO, UKCISA

## Bruce McGill

CEO, Society of Operations Engineers

## Claire Angus

Director of Membership Services,  
College of Podiatrists (CoP)

## Christian Holmes

CEO, Chartered Accountants' Benevolent Association (CABA)

## Derek Cribb

CEO, The Association of Independent Professionals and the Self Employed (IPSE)

## Emma Wilcox

Chief Executive, Society for the Environment

## Heather Lishman

Association Director, Association of British Professional Conference Organisers (ABPCO)

## Helen Anderson

Director of Marketing and Communications,  
Chartered Institute for Securities & Investment

## Jane Frost

CEO, Market Research Society

## John Newcombe

CEO, Builders Merchants Federation (BMF)

## Kamini Gadhok

CEO, Royal College of Speech and Language Therapists (RCSLT)

## Kathy Evans

Chief Executive, Royal College of Ophthalmologists (RCOphth)

## Kirsti Lord

Former Deputy CEO, Association of Colleges

## Linda Asamoah

Former Head of People, Royal College of Physicians

## Lisa King

Director of Communications & Marketing,  
British Chiropractic Association

## Lizzie Lockett

CEO, Royal College of Veterinary Surgeons

## Mark Stevens

Client Relationship Director, Liquona

## Mark Walley

CEO, STEP

## Martin Powell

CEO, Institution of Structural Engineers

## Matt Day

Co-Founder & Creative Director, Liquona





# THANK YOU

## Nick Carberry

CEO, Recruitment and Employment Confederation

## Nick Pahl

CEO, Royal Society of Occupational Medicine

## Noorzaman Rashid

CEO, CEME

## Pearl Mensah

Director of Membership and Professional Standards, Royal Aeronautical Society

## Rachel Aldighieri

MD, Data Marketing Association

## Richard Evans

CEO, Society of Radiographers

## Richard Hearn

Consultant, Members Matters

## Rob Yeldham

Director of Strategy, Policy & Engagement, Chartered Society of Physiotherapy

## Rona Hunnisett

Deputy Director, Communications, Logistics UK

## Ruth Carter

CEO, Chartered Institution of Building Services Engineers

## Sandy Mather

CEO, Intensive Care Society

## Simon Bowen

Director of Membership, Chartered College of Teaching

## Simon Creer

Director of Communications, Royal Town Planning Institute

## Simon Thompson

CEO, British Institute Of Radiology

## Stephanie Richardson

Membership & Development Consultant

## Sue Percy

CEO, Chartered Institution of Highways & Transportation

## Tom Grinyer

CEO, Institute of Physics

## Valerie Vaughan-Dick

CEO, Royal College of General Practitioners

## Vanessa Harwood-Whitcher

CEO, Institution of Occupational Safety and Health





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