

2025

MEMCOM
EXCELLENCE
AWARDS

Guide for Entrants

EARLY BIRD HELD UNTIL DECEMBER 31, 2024
DEADLINE FOR ENTRIES, MARCH 31, 2025

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INDEX

- Introduction
- The judging
- Key dates
- How to enter
- Pricing information
- Top tips
- List of categories and awards:
 - **Category 1: Digital**
 - 01. Best Website
 - 02. Best Use of Video, Animation or Audio
 - 03. Best Podcast
 - 04. Best Use of Technology
 - **Category 2: Events**
 - 05. Best Celebration Event
 - 06. Best Event
 - 07. Best Event Management
 - 08. Best Venue
 - **Category 3: Membership**
 - 09. Best Membership Strategy
 - 10. Best Membership Support
 - 11. Best Integrated Membership Campaign
 - 12. Best Membership Communication
 - **Category 4: Engagement**
 - 13. Best Social Media Presence
 - 14. Best Lobbying Campaign
 - 15. Best Awareness Campaign
 - 16. Best Education Initiative

INDEX

- **Category 5: Publishing**
 - 17. Best Magazine Launch or Re-launch
 - 18. Best Magazine (Small Circulation)
 - 19. Best Magazine (Large Circulation)
 - 20. Best Publication
- **Category 6: Innovation**
 - 21. Best Inclusivity Initiative
 - 22. Best Sustainability Initiative
 - 23. Best Transformation Project
- **Category 7: Organisation**
 - 24. Best Trade Association, Body or Union
 - 25. Best Professional Body or Learned Society
 - 26. Best Agency or Sector Supplier
 - 27. Best Collaborative Partnership
- **Category 8: People**
 - 28. The Future Leader
 - 29. Team(s) of the Year
 - 30. Best President or Chair
 - 31. The CEO Leadership Award
- **The Memcom Grand Prix Award**

INTRODUCTION

The Memcom Excellence Awards are open to professional bodies, trade associations, learned societies, trade unions, membership charities, other non-profit membership organisations, and agencies submitting applications on behalf of those organisations.

Unless otherwise stated, submissions for all awards are limited to a maximum of **1,000 words (or 7,000 characters)** and entrants are able to upload supporting evidence in the form of videos, URL links, photos etc.. Each award has its own criteria, but in general, nominees should think about how to answer the following question:

- **Why do you think the [initiative/person/campaign/event] deserves to win this award right now?**

JUDGES WILL LOOK FOR...

- **Evidence of strategy and clearly defined goals:** What are the goals and objectives of the project, magazine, campaign, event, etc? What is the strategy you applied? How does this [event, etc.] contribute to the purpose of the organisation?
- **Execution and activities:** In your application, please provide details of any activities undertaken, along with the resources used.
- **Innovation, creativity and originality:** What was innovative in the execution, approach, etc...?
- **Success metrics and results achieved:** Show evidence of your success and impact in the form of ROI, feedback, testimonials or other KPIs, including any outcomes such as measurable increased engagement.

KEY DATES

18th November 2024	Launch of 2025 Memcom Excellence Awards
31st December 2024	Registration for Early Bird prices ends
31st March 2025	Registration closes
10th July 2025	Shortlist for the 2025 Awards revealed
25th September 2025	Awards Dinner and Ceremony

Have a question? Email awards@memcom.org.uk

HOW TO ENTER

Entering the Memcom Excellence Awards couldn't be easier. There are five simple steps:

1. Enter our awards platform [Evalato](#)
2. Select the awards you wish to enter
3. Register for your chosen awards
4. Pay for your chosen awards
5. Save your progress, and submit your entries before the 31st March deadline

PRICING INFORMATION

£199	Early Bird pricing	Available until 31st December 2024
£249	Regular pricing	From January 1st until 31st March 2025
Offer	3 for 2*	Every 3rd entry is free
Free	Memcom Members	Memcom members also receive <i>up to five</i> free entries. Contact Catherine@memcom.org.uk for details of membership.

Despite an increase in costs to Memcom, we have decided to freeze ticket prices for the 2025 Awards Dinner at 2024 prices. Individual tickets for the 2024 Awards Dinner were £355 for individuals from the non-profit sector, and £695 for commercial partners. Again, Memcom members benefit from a discount on prices.

TOP TIPS...

1. **Maximise your chances** by entering the same piece of work under different categories where possible.
2. **Register early and get planning** to and take advantage of the early-bird pricing offer!
3. **Take advantage of the three for two offer**, and try to enter in multiples of 3
4. **Draft your applications** and bake in time to get someone else to review your entry before you press submit.
5. **Use storytelling to demonstrate success and impact** and inspire the judges.
6. **Create joint entries with your suppliers** to share the costs and efforts of submitting and celebrate your wins together!
7. **Become a Memcom member** for free entries and tickets to the Awards Shortlist Party and discounted Awards tickets. Contact Catherine@memcom.org.uk

“My top tip is to demonstrate innovation that moves beyond traditional models with evidence or KPIs that demonstrate positive outcomes.”

NICK PAHL, CEO
SOCIETY OF OCCUPATIONAL MEDICINE

CATEGORY 1: DIGITAL

From websites, videos and podcasts, to the best overall use of technology, these awards celebrate digital innovation and creativity, highlighting what is possible to fundamentally change the way membership organisations interact with members, consumers and the general public.

01 – Best Website

This award celebrates the most impactful, effective, innovative and visually pleasing websites in the membership sector. Entries will be assessed on the following key criteria:

- What were the primary objectives or goals behind the creation or redesign of your website?
- What does the website look and feel like?
- Please provide evidence of your website's impact and success

02 - Best Use of Video, Animation or Audio

This award recognises how the use of targeted video, animation or audio has improved reach, engagement, support or interest in your organisation. Entries will be assessed on the following key criteria:

- What were the specific goals or strategy for your video, animation or audio initiative?
- What does the media look and feel like?
- Please provide evidence of your video, animation or audio's impact

03 - Best Podcast

This award recognises the best, most engaging and popular podcasts in the sector. Entries will be assessed on the following key criteria:

- What were the specific goals or strategy behind creating your podcast?
- Design
- Please provide evidence of the podcast's effectiveness

04 - Best Use of Technology

The smart use of technology can make all the difference and this award recognises the best use of technology to add real value to your organisation, members, campaigns or the bottom line. Entries will be assessed on the following key criteria:

- What was the primary objective behind implementing this technology?
- How did you implement the technology?
- Provide evidence of the technology's effectiveness and its impact

CATEGORY 2: EVENTS

Events are an essential part of non-profit membership organisations and the four awards in this category recognise creativity and innovation in a range of areas, from event management and venues to the events themselves.

05 - Best Celebration Event

This award is open to both in-person or virtual events designed to bring stakeholders together in celebration, from awards ceremonies to special anniversaries or even product launches. Entries will be assessed on the following key criteria:

- What were the primary objectives of your celebration event?
- How did you design the event to create a memorable experience for attendees?
- Provide evidence of the event's success in meeting your objectives

06 - Best Event (non-celebratory)

We know the blood, sweat and tears it takes to put on successful events. That's why this award celebrates all of the hard work that goes into running events for your members, whether it's a conference, an expo, an AGM, a suite of seminars, online or in person. Entries will be assessed on the following key criteria:

- What were the primary objectives of your celebration event?
- How did you design and structure the event to ensure maximum engagement and value?
- Provide evidence of the event's success in meeting your objectives

07 - Best Event Management

Events don't simply just happen and this award recognises exceptional event management practices that ensure the seamless planning, execution and delivery of successful events for members. Whether it's a large-scale conference, an awards ceremony or a series of virtual seminars, this award celebrates the behind-the-scenes excellence that makes events successful. Entries will be assessed based on the following criteria:

- What were the key objectives for this event and how did you develop your event management strategy to achieve them?
- What challenges or risks did you face and how did you overcome them?
- How did you ensure an excellent experience for attendees, stakeholders and participants?
- Provide evidence of the success of your event management efforts.

08 - Best Venue

This award recognises exceptional venues, helping showcase your space to the membership sector. Judges will be looking for sustainability at the heart of what you do, as well as innovation, expertise or state of the art facilities – and of course, phenomenal customer service. Entries will be assessed on the following key criteria:

- Describe your venue in detail
- How does your venue consistently deliver an outstanding experience?
- Explain why your venue deserves this award

** Please note, applications are welcomed from international and national venues and there is no limit to the number of different venues for which you might wish to submit an application.*

CATEGORY 3: MEMBERSHIP

Membership is the lifeblood of our sector and the four awards in this category recognise genuine creativity and innovation in a range of areas, from strategies and member support, to creative campaigns and communications.

09 - Best Membership Strategy

This award celebrates organisations that have demonstrated outstanding vision, innovation and execution in developing and implementing a successful membership strategy. The winning strategy should show a significant impact on membership growth, retention, engagement or overall value delivered to members. Entries will be assessed on the following key criteria:

- What sets your membership strategy apart from others?
- How did you ensure engagement with your target audience?
- How did you measure the success of your membership strategy?

10 - Best Membership Support

This award recognises organisations that have gone above and beyond in providing outstanding support to their members during challenging times. Winning this award can serve as a powerful reminder of your dedication to members and be an essential tool for future membership recruitment and retention campaigns. Entries will be evaluated based on the following key criteria:

- What makes your membership support stand out?
- What difference has this support made?
- What were the costs and ROI of your support initiative?

11 - Best Integrated Membership Campaign

This award celebrates the creativity, strategy and execution that goes into delivering a successful marketing or membership campaign across multiple channels. The winning campaign will demonstrate a clear rationale, defined objectives and measurable value gained from each channel used. Entries will be evaluated based on the following key criteria:

- What were the objectives of your campaign?
- How did you execute the campaign across different channels?
- How effective was your campaign?

12 - Best Membership Communication

This award recognises outstanding communication strategies that effectively engage, inform and inspire members. The winning entry will demonstrate innovation, clarity and a deep understanding of member needs through a variety of communication channels, ensuring that the right messages reach the right audiences. Entries will be evaluated based on the following key criteria:

- What were the goals of your membership communication strategy?
- How did you deliver your communication effectively?
- What was the impact of your communication?
- How did your communication efforts provide value relative to cost?

CATEGORY 4: ENGAGEMENT

Engagement with stakeholders is the lifeblood of our sector and these four awards celebrate everything from Education initiatives and social media, through to impactful campaigns and lobbying.

13 - Best Social Media Presence

This award recognises the creativity, innovation and strategic thinking behind building a powerful social media presence in today's crowded digital space. Whether you're using TikTok, LinkedIn, Instagram or emerging platforms, we want to know how you've crafted a strong brand identity and reached new audiences through engaging content. Entries will be evaluated based on the following key criteria:

- How did you develop and execute your social media strategy?
- How did your social media presence evolve and provide long-term value?
- What was the impact of your social media efforts?

14 - Best Lobbying Campaign

This award recognises the crucial work membership associations do to advocate for their members on key issues. Winning this award can elevate your campaign's visibility and demonstrate your organisation's value to members and stakeholders. Entries will be evaluated on the following key criteria:

- What were the objectives of your lobbying campaign?
- Why does your lobbying campaign deserve to win?
- What were the costs and ROI of your campaign?

15 - Best Awareness Campaign

This award recognises the vital role membership associations and charities play in raising awareness around important social issues. The winning campaign will demonstrate strong audience engagement, impactful media coverage and tangible results. By entering this award, you'll increase the visibility of your organisation's vital work. Entries will be evaluated based on the following key criteria:

- What were the objectives of your awareness campaign?
- Why does your campaign deserve to win?
- What were the costs and ROI of your campaign?

16 - Best Education Initiative

This award recognises exceptional education products, training programmes, courses or events that have made a significant impact. Judges will be looking for innovation, creativity and how these initiatives engage learners and deliver meaningful results. Entries will be evaluated based on the following key criteria:

- What were the objectives of your education initiative?
- What did your initiative deliver?
- How effective was your initiative?
- What were the costs and ROI?

CATEGORY 5: PUBLISHING

A hugely popular category, the following four awards honour excellence in print publications within the membership sector. We're looking for superior execution of editorial objectives, engaging content, innovative design, cutting-edge techniques and noteworthy commerciality.

17 - Best Magazine Launch or Re-launch

This award recognises the expertise required to successfully launch or relaunch a magazine in the last 15 months. In today's competitive landscape, a new or revamped publication demands thoughtful strategy, innovative design and creative execution. Your submission should demonstrate originality and provide evidence of the magazine's reach and impact, including what it replaced. Entries will be evaluated based on the following key criteria:

- What were the objectives of your magazine launch or re-launch?
- How does the new magazine look and feel?
- How effective was your magazine launch or re-launch?

18 - Best Magazine, Small Circulation

This award celebrates excellence in magazine design for members, supporters or subscribers with a maximum circulation of 20,000. Winning entries will demonstrate creativity, strategic planning and engaging content that resonates deeply with the target audience. The publication should be informative, accessible and visually appealing, with a strong emphasis on its value to readers. Entries will be evaluated based on the following key criteria:

- How does your magazine look and feel?
- How effective is your magazine in serving its readers?

19 - Best Magazine, Large Circulation

This award celebrates excellence in magazine design for members, supporters or subscribers with a minimum circulation of 20,000. Winning entries will demonstrate creativity, strategic planning and engaging content that resonates deeply with the target audience. Entries will be evaluated based on the following key criteria:

- How does your magazine look and feel?
- How effective is your magazine in serving its readers?

20 - Best Publication

From papers to annual reports, learning materials to guides, this award recognises the most outstanding publications. The winning entry will demonstrate excellence in content, design, engagement and overall impact. Entries will be evaluated based on the following key criteria:

- What are the objectives of your publication and how does it serve its audience?
- How does the publication look and feel?
- How effective is your publication in achieving its goals?
- What were the costs and ROI of your publication?

CATEGORY 6: INNOVATION

This category celebrates genuine transformation and focuses on three popular areas: inclusivity, sustainability and more general transformation projects, such as digital transformation.

***21 - Best Inclusivity Initiative**

This award recognises organisations that have made significant strides in fostering diverse, inclusive and supportive environments where all employees and members feel valued. We are looking for initiatives that create meaningful, lasting change, focusing on accessibility, diversity, equity and inclusion (EDI). Whether through recruitment practices, social mobility initiatives, mental health and wellbeing support or other areas, this award celebrates the journey towards a more inclusive culture. Entries will be evaluated based on the following key criteria:

- **What initiatives, policies or campaigns has your organisation implemented to promote inclusivity?**
- **Why does your organisation deserve to win the Best Inclusivity Initiative award?**

22 - Best Sustainability Initiative

This award celebrates non-profit organisations that have made significant strides on their environmental sustainability journey. It recognises the improvements in policies and practices that have reduced environmental impact and led to positive outcomes. Winning this award will showcase your achievements and inspire others to follow your innovative and sustainable path. Judges will be looking for innovation, expertise and clear evidence of success in reducing your organisation's environmental impact. Entries will be evaluated based on the following key criteria:

- **What sustainability initiatives, policies or campaigns has your organisation implemented?**
- **Why does your organisation deserve to win the Best Sustainability Initiative award?**
- **What were the costs and ROI of your sustainability initiatives?**

23 - Best Transformation Project

This award recognises the most impactful transformation project that has led to significant change, advancement or benefits for the association, its members or the wider cause. Any successful transformation project requires a combination of agility, innovation, cultural change and a focus on efficiency and cost optimisation. Entries will be evaluated based on the following key criteria:

- **Tell us about the transformation project.**
- **How did your organisation approach its transformation journey?**
- **What has this transformation project achieved for your organisation?**
- **What were the costs and ROI of your transformation project?**

CATEGORY 7: ORGANISATION

No matter the size of your organisation, if you've achieved something exceptional and made a tangible difference, this is your opportunity to share it with the membership community.

24 - Best Trade Association, Body or Union

This prestigious award recognises Trade Associations, Bodies or Unions that have made exceptional contributions to their members, the professions they represent and society at large. Winning this award highlights your organisation's significant impact and can boost membership growth by showcasing your influence on a broader scale. Entries will be evaluated based on the following key criteria:

- What significant achievements has your organisation made in key areas?
- How do you measure the impact of your work?

25 - Best Professional Body or Learned Society

This highly prestigious award honours Professional Bodies or Learned Societies that have made exceptional contributions to their members, the profession or society as a whole. Winning this award highlights your organisation's significant impact and can boost future membership growth by demonstrating your influence on a larger scale. Entries will be evaluated based on the following key criteria:

- What significant achievements has your organisation made in key areas?
- How do you measure the impact of your work?

26 - Best Agency or Sector Supplier

This award recognises agencies and suppliers that have formed strong partnerships with professional bodies, trade associations, membership charities and other non-profit organisations. It's your opportunity to showcase your expertise, creativity and insight or demonstrate your credentials as a leading supplier in the sector. You may submit a maximum of six separate entries, each highlighting a relationship with a single client or project (one application per client). Entries will be evaluated based on the following key criteria:

- Which collaboration, campaign or project are you nominating your company for?
- Why does your company deserve to win Best Agency or Sector Supplier?

27 - Best Collaborative Partnership

This award recognises the most impactful and effective partnerships between organisations that have delivered exceptional value through collaboration. Whether between membership bodies, trade associations, charities or external partners, this award celebrates partnerships that have successfully combined resources, expertise and creativity to achieve shared goals and create lasting benefits. Entries will be evaluated based on the following key criteria:

- What collaboration or partnership are you nominating for this award?
- What measurable impact has this partnership achieved?
- Why does this partnership deserve to win Best Collaborative Partnership?

CATEGORY 8: PEOPLE

This final section celebrates the talented staff and volunteers who make an extraordinary contribution to the membership sector and society at large. From future leaders to exceptional teams, CEOs and Board Chairs or Presidents, nominating those who make a difference in your organisation is the perfect way to demonstrate your gratitude and thanks.

28 - The Future Leader

This award recognises individuals who have demonstrated exceptional leadership potential and made significant contributions to their organisation. It is an opportunity to publicly acknowledge someone who exemplifies the qualities of a future leader within professional bodies, trade associations, membership charities or other non-profit membership organisations.

Entries for this award are limited to a maximum of 500 words (or 3,500 characters) and will be evaluated based on the following key criteria:

- **Why are you nominating this individual for the Future Leader award?**
- **What impact has this individual made and why should they win?**

29 - Team(s) of the Year

This award recognises teams that have demonstrated excellence through collaboration, inclusivity and strategic impact, significantly contributing to the success of their organisation. Whether you're nominating a single team or multiple teams working together, this is your chance to highlight their accomplishments and showcase how teamwork has driven transformation. Entries will be evaluated based on the following key criteria:

- **Why are you nominating this team(s)?**
- **What makes your nominees deserving of the Team of the Year award?**

30 - Best President or Chair

This award recognises exceptional leadership and transformation skills in a current or recently retired President or Chair. The recipient will have demonstrated outstanding leadership, guiding their organisation through significant advancements. Nominations should come from senior leaders within the organisation, peer groups or the wider sector, ensuring a true reflection of the nominee's leadership qualities and achievements. Entries will be evaluated based on the following key criteria:

- **Why does your nominee deserve the Best President or Chair award?**
- **What impact has your nominee had on the organisation's growth and legacy?**

CATEGORY 8: PEOPLE

31 - The CEO Leadership Award

The CEO Leadership Award is one of the most prestigious individual honours in the membership sector. This award recognises a current or former Chief Executive who has demonstrated exceptional leadership, guiding their organisation to significant advancements. Nominations should come from CEOs themselves, senior leaders within the organisation, peer groups or the wider sector. This award celebrates CEOs who go beyond the traditional role, focusing on public benefit, legacy and social impact.

Who can enter this award:

Any CEO can be nominated for this award, provided they have not previously won it for their work at the same organisation. Nominations of CEOs who have won this award in a previous organisation are encouraged.

Entries will be evaluated based on the following key criteria:

- Why does your nominee deserve the CEO Leadership Award?
- What long-term impact has your nominee had on the organisation and beyond?

NB: The person nominating should be a senior leader from the same organisation or within the sector. Persons cannot nominate themselves.

Each award has unique or individual criteria. Please refer to our Evalato awards platform for more details.

THE MEMCOM GRAND PRIX AWARD

This award is given after all judging has taken place, in recognition of the organisation which wins the most awards in the Memcom Excellence Awards 2025. All awards placings are taken into account, so the more you enter, the more likelihood you have of winning the Grand Prix.

Winning entries are awarded three points, and highly-commended entries gain one point, so the winner of the Grand Prix award for 2025 can be truly proud of their achievements, and know that they are the best in show at the Memcom Excellence Awards 2025.

NB: This award cannot be entered directly as it is purely based on the independent judges' scores for the other categories.

GOOD LUCK
from all of us!

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