

2025

MEMCOM
EXCELLENCE
AWARDS



MEMCOM IS THE LEADING NETWORK FOR PROFESSIONAL MEMBERSHIP ORGANISATIONS, CONNECTING LEADERS, SHARING KNOWLEDGE, AND PROVIDING SERVICES TO HELP YOU GROW AND THRIVE.

AWARDS

CELEBRATING INNOVATION AND EXCELLENCE ACROSS MEMBERSHIP ORGANISATIONS THROUGH OUR PRESTIGIOUS MEMCOM AWARDS.

CEO & BOARD APPOINTMENTS

EXECUTIVE SEARCH STRATEGIES AND ASSESSMENT EXPERTISE TO PLACE OUTSTANDING LEADERS AT THE HELM OF YOUR MEMBERSHIP ORGANISATION.

RECRUITMENT

SPECIALIST TEMPORARY AND PERMANENT RECRUITMENT TAILORED TO YOUR MEMBERSHIP ORGANISATION'S NEEDS.

CONSULTANCY

PRACTICAL ADVICE AND TAILORED SOLUTIONS TO HELP YOUR ORGANISATION MEET ITS GOALS.

RECRUITMENT ADVERTISING

ATTRACTING THE RIGHT CANDIDATES QUICKLY AND COST EFFECTIVELY.

EVENTS

CONFERENCES, ROUNDTABLES AND NETWORKING OPPORTUNITIES DESIGNED TO CONNECT WITH PEERS AND SECTOR LEADERS.

MEMBERSHIP

JOIN MEMCOM FOR FREE ACCESS TO OUR NETWORKS, AWARDS, EXCLUSIVE 'MEMBER ONLY' EVENTS AND DISCOUNTED SERVICES.

PARTNER WITH MEMCOM – EMPOWERING YOUR ORGANISATION TO DELIVER, IMPACT AND GROW.

THE 2025 MEMCOM EXCELLENCE AWARDS



The Memcom Excellence Awards honour the remarkable achievements of our sector, showcasing the innovation, dedication and creativity of professional bodies, trade associations, learned societies, trade unions, membership charities and other not-for-profit membership organisations. Together, these organisations drive meaningful change across society, supporting their members and the wider public both in the UK and worldwide.

In the following pages, we highlight some of these outstanding contributions — from providing vital support during challenging times to launching imaginative new initiatives and championing today's most pressing issues.

We are continually inspired by the extraordinary impact of our sector, especially knowing that many of these accomplishments are delivered by small teams working with limited resources. As you read about this year's award-winning achievements, we hope you will feel equally inspired by their passion and commitment.

Congratulations to all of our worthy winners of the 2025 Memcom Excellence Awards!

*Julian Smith, Catherine Whitmore
& the Memcom Team*



The 2025 Memcom Excellence Awards would not be possible without our exceptional panel of specialist judges from across the sector, who brought their expertise in a variety of disciplines to the challenging task of selecting our winners. We are deeply grateful to each judge for the time and thoughtful consideration they invested in making these tough decisions, and a list of all judges can be found at the back of this guide.

WE'D ALSO LIKE TO EXTEND A HUGE THANK YOU TO OUR HEADLINE AWARDS PARTNERS FOR THEIR UNWAVERING SUPPORT OF MEMCOM:



Research by Design
MEMBERSHIP INTELLIGENCE



AS WELL AS OUR OTHER PARTNERS AND SPONSORS YOU'LL MEET IN THE PAGES WHICH FOLLOW.

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



MEMBERSHIP

This category celebrates organisations which deliver outstanding value for or to their members, honouring strategies that build loyalty and showcase the very best in membership excellence.



ENGAGEMENT

Recognising the campaigns and initiatives that drive real impact, from lobbying and public awareness to education, highlighting the sector's role in shaping change and engaging society.



PUBLISHING

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



INNOVATION

Celebrating organisations that pioneer new services, embrace change and deliver bold, creative solutions with measurable impact to ensure their relevance for tomorrow.



ORGANISATION

The four awards in this section recognise the hard work across entire organisations to go above and beyond the efforts of their peers and champion areas such as EDI, sustainability, or membership excellence.



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.

STRATEGY | DESIGN | DEVELOPMENT | WEB | CRM | DXP | APPS



The **Digital Evolution** Agency.

Driving sustainable growth for membership organisations via digital solutions for over 15 years.

GRM.DIGITAL

The logo for 'The Digital Drop Podcast'. It consists of a black square with the words 'THE DIGITAL DROP' in white, bold, sans-serif capital letters. Below this, a lime green horizontal bar contains the word 'PODCAST' in white, sans-serif capital letters.

**THE
DIGITAL
DROP**
PODCAST

The podcast helping membership leaders achieve digital excellence.

Join the conversation at
[grm.digital/digitaldrop](https://www.grm.digital/digitaldrop)



DIGITAL

BEST WEBSITE



WINNER:

PAGB, THE CONSUMER HEALTHCARE ASSOCIATION

www.pagb.co.uk



The Consumer Healthcare Association



HIGHLY COMMENDED

INSTITUTION OF ENGINEERING AND TECHNOLOGY

ENTERED BY: Redactive

ROYAL COLLEGE OF PHYSICIANS

ENTERED BY: Cantarus



66 JUDGES' COMMENTS:

PAGB won best website for its great user experience, innovative features and excellent feedback. The member dashboard, dynamic content and easy navigation make it user-friendly. An 84% rise in organic traffic shows its strong reach, while positive feedback and high engagement highlight its success in design, functionality and member engagement.

BEST USE OF VIDEO



WINNER:
INSTITUTE OF CHARTERED ACCOUNTANTS
IN ENGLAND AND WALES

The World's Fastest Accountant



ENTERED BY: S U N
SUNDAY D A Y



HIGHLY COMMENDED

ASSOCIATION OF TAXATION TECHNICIANS

Step into Tax. Step up in Tax.
ENTERED BY: DTW



INSTITUTION OF ENGINEERING AND TECHNOLOGY

E+T Explainer Collection
ENTERED BY: Redactive



66 JUDGES' COMMENTS:

The campaign effectively challenges accountant stereotypes through strong cinematic storytelling and creative design. Judges praised its clear goals, strategic storytelling, high production quality, multi-channel approach, accessibility considerations and efficient use of budget.

BEST PODCAST



WINNER:

NATIONAL TRUST FOR SCOTLAND

Love Scotland

ENTERED BY:
THINK

A circular logo with the word "THINK" in a bold, sans-serif font. To the right of the circle, the words "THE MEMBERSHIP EXPERTS" are written in a smaller, sans-serif font.

HIGHLY COMMENDED

INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES

Accountancy Insights
ENTERED BY: SUNDAY



66 JUDGES' COMMENTS:

This winning entry stood out for its clear goals, strong strategy, deep audience insights and thorough impact evaluation. The high-quality, engaging podcasts impressed the judges, who described it as a remarkable submission and expressed excitement about visiting Scotland!

BEST USE OF TECHNOLOGY

SPONSORED BY



WINNER:

FIRE INDUSTRY ASSOCIATION

Fire Industry Association with smartAI



Fire Industry Association

ENTERED BY:
smartimpact



smartimpact customer story: FIA

FIA saves 1500 days a year using **smartAI**

The Fire Industry Association (FIA) promotes the professional status of the UK fire safety industry. Their main objective is to promote the professional standards of the fire industry through close liaison and lobbying with Government.

The FIA also provides technical knowledge and advice to anyone who needs it regarding fire safety in the UK.



HIGHLY COMMENDED

THE BRITISH COLLEGE OF DERMATOLOGY



HEART OF ENGLAND CO-OPERATIVE SOCIETY

ENTERED BY: smartimpact



66 JUDGES' COMMENTS:

The FIA impressed judges with its ambitious digital transformation, featuring role-specific AI, flexible workflows and accessible design. Strong focus on change management and staff engagement led to a 25% productivity boost and a fully integrated smartAI ecosystem. The initiative sets a benchmark for successful, impactful tech implementation.

Strategy | Content | Tech
Monetisation | Live events | Podcasts

Wonderly

Helping membership
organisations to thrive through
an integrated full service



wonderly.agency



2026 **MEMCOM** SUMMER PARTY

8th July 2026
The Barbican, London

Save the Date



EVENTS

BEST CELEBRATION EVENT



WINNER:

**CHARTERED INSTITUTION OF
BUILDING SERVICES ENGINEERS**

CIBSE Building Performance Awards 2024 & 2025

ENTERED BY:

REDACTIVE  redactive



HIGHLY COMMENDED

**ROYAL COLLEGE OF SPEECH AND LANGUAGE
THERAPISTS**

Dysphagia Dining Experience



66

JUDGES' COMMENTS:

A fantastic celebration event that truly highlighted a deserving winner. The submission stood out for its clearly defined aims and well-articulated KPIs, demonstrating strong planning and execution throughout. Congratulations on an outstanding achievement!

BEST EVENT (NON CELEBRATORY) UNDER 100K

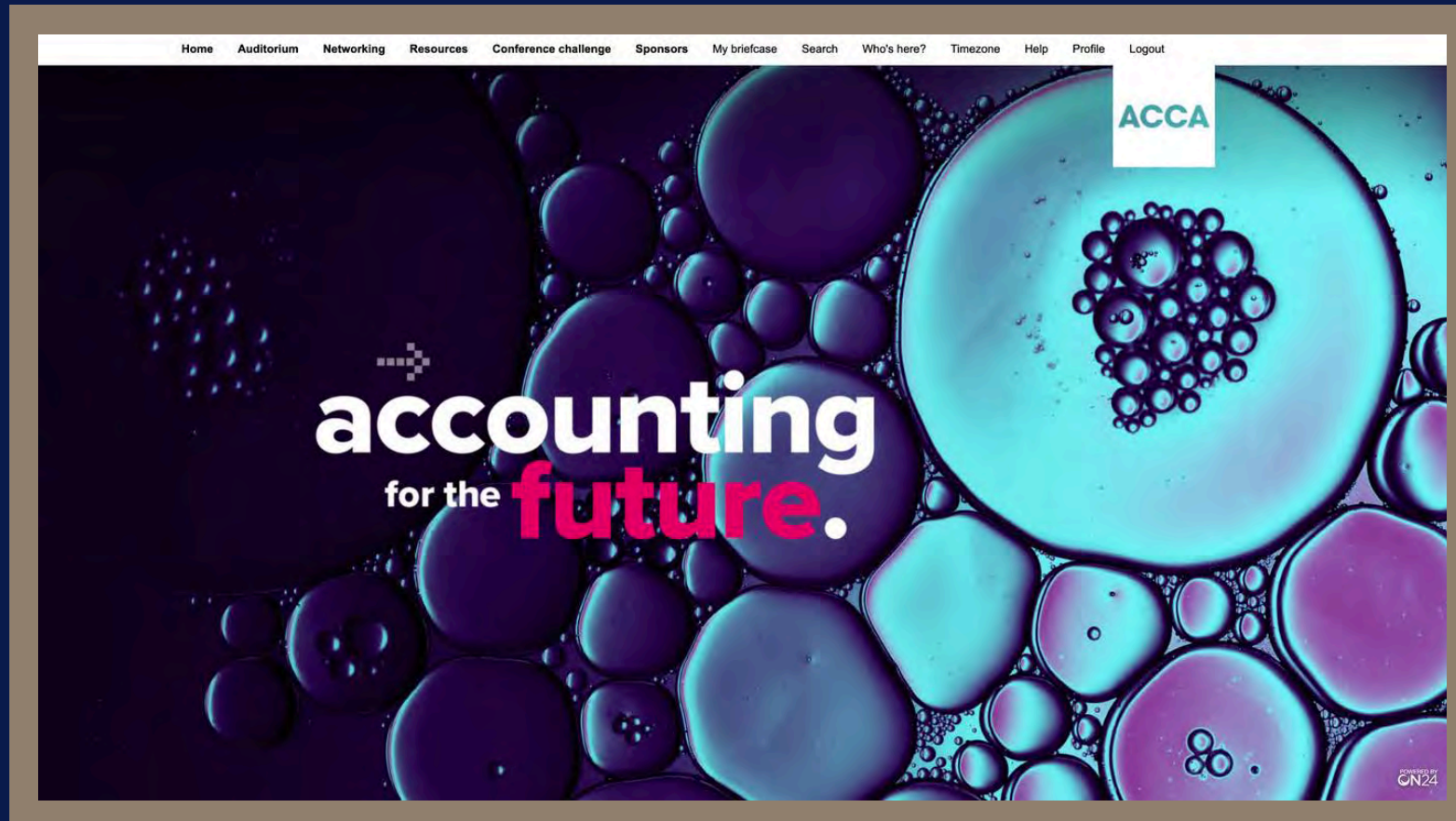


WINNER:

**ASSOCIATION OF CHARTERED CERTIFIED
ACCOUNTANTS**

Accounting for the Future

ACCA



HIGHLY COMMENDED

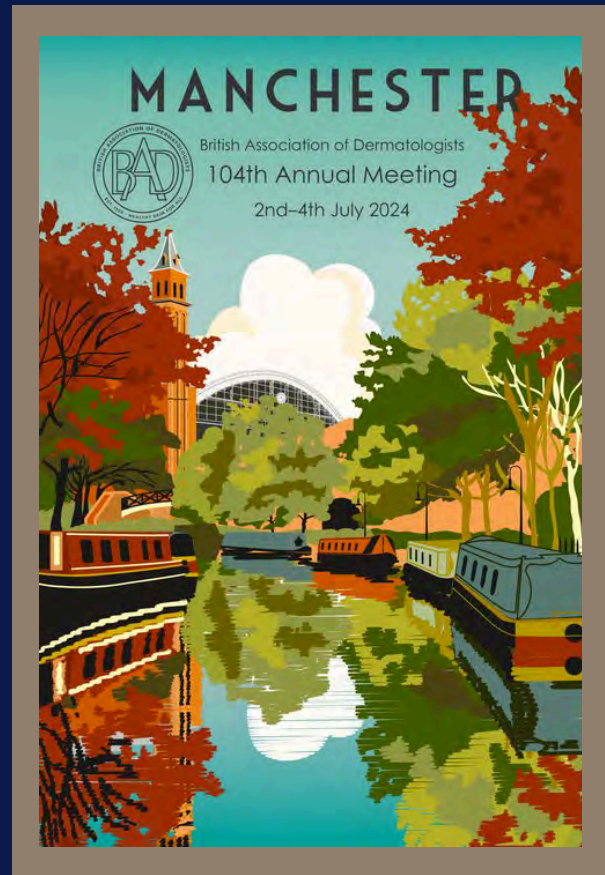
INSTITUTE OF INTERNAL COMMUNICATION
IoIC Festival 2024



66 JUDGES' COMMENTS:

A strong and well-deserved winning entry, showcasing clear year-on-year improvement backed by excellent analytics and evidence of impact. The structure was varied and accessible, making the virtual format highly engaging for attendees. Strong live participation and impressive on-demand viewership further demonstrated its success. A great example of how virtual conferences can continue to deliver value and reach.

BEST EVENT (NON CELEBRATORY) OVER 100K



WINNER:

BRITISH ASSOCIATION OF DERMATOLOGISTS

104th Annual Meeting



**BRITISH ASSOCIATION
OF DERMATOLOGISTS**
HEALTHY SKIN FOR ALL

HIGHLY COMMENDED

EUROPEAN SOCIETY FOR CATARACT AND REFRACTIVE SURGEONS

ESCRS 2024 - 42nd Congress of the ESCRS

ENTERED BY: We are MCI



ESCRS
EUROPEAN SOCIETY OF
CATARACT & REFRACTIVE
SURGEONS

ROYAL COLLEGE OF GENERAL PRACTITIONERS

RCGP Annual Conference and Exhibition 2024

ENTERED BY: Wonderly



Royal College of
General Practitioners

66 JUDGES' COMMENTS:

A standout winning entry with excellent use of content repurposing to extend impact beyond the event. Sponsor engagement and revenue generation were particularly impressive, and the inclusion of headsets was a smart and memorable touch. The sustainability elements were well-considered, and successfully integrated. Managing such a large organising committee was no small feat – a testament to the organisers' strong leadership and coordination

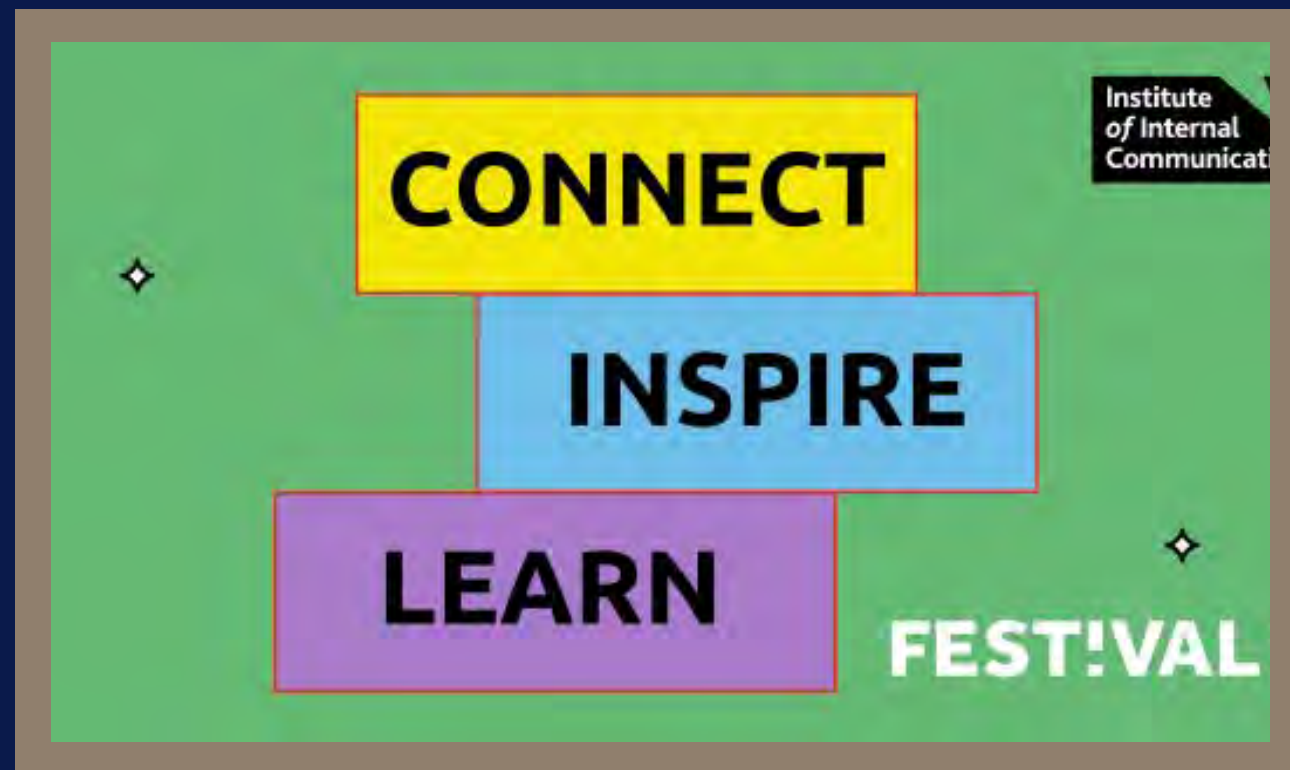
BEST EVENT MANAGEMENT



WINNER:

INSTITUTE OF INTERNAL COMMUNICATION

IoIC Festival 2024



HIGHLY COMMENDED

INSTITUTE OF MATERIALS, MINERALS & MINING (IOM3)
FEMS Junior EUROMAT 2024



“ JUDGES’ COMMENTS:

The IoIC Festival 2024 redefined the traditional conference experience, delivering a vibrant, multi-stream event that championed inclusivity and attendee choice. Innovative features like advanced AV, personalised packs and a dedicated event app. The Festival not only strengthened community engagement and boosted membership, but also set a new benchmark for internal communication events.

BEST EVENT MANAGEMENT



WINNER:

ROYAL COLLEGE OF GENERAL PRACTITIONERS

RCGP Annual Conference & Exhibition 2024



Royal College of
General Practitioners

ENTERED BY:
WONDERLY

Wonderly
Strategy | Content | Tech



JUDGES' COMMENTS:

A well-deserved winner and a strong example of effective partnership between RCGP and Wonderly. The judges were particularly impressed by the high-quality evidence of impact and the evident care taken to create a meaningful and engaging experience for attendees

BEST VENUE

SPONSORED BY



WINNER:
THE EASTSIDE ROOMS



HIGHLY COMMENDED

ONE GREAT GEORGE STREET



66 JUDGES' COMMENTS:

A truly deserving winner, showcasing thoughtful design, innovative elements, and a strong commitment to sustainability. These aspects came together seamlessly to deliver an outstanding experience for attendees and a valuable service for participating organisations

The world's leading market research agency for membership

researchbydesign.com



Research by Design
MEMBERSHIP INTELLIGENCE



MEMBERSHIP

BEST MEMBERSHIP STRATEGY



WINNER:

WOMEN'S AID

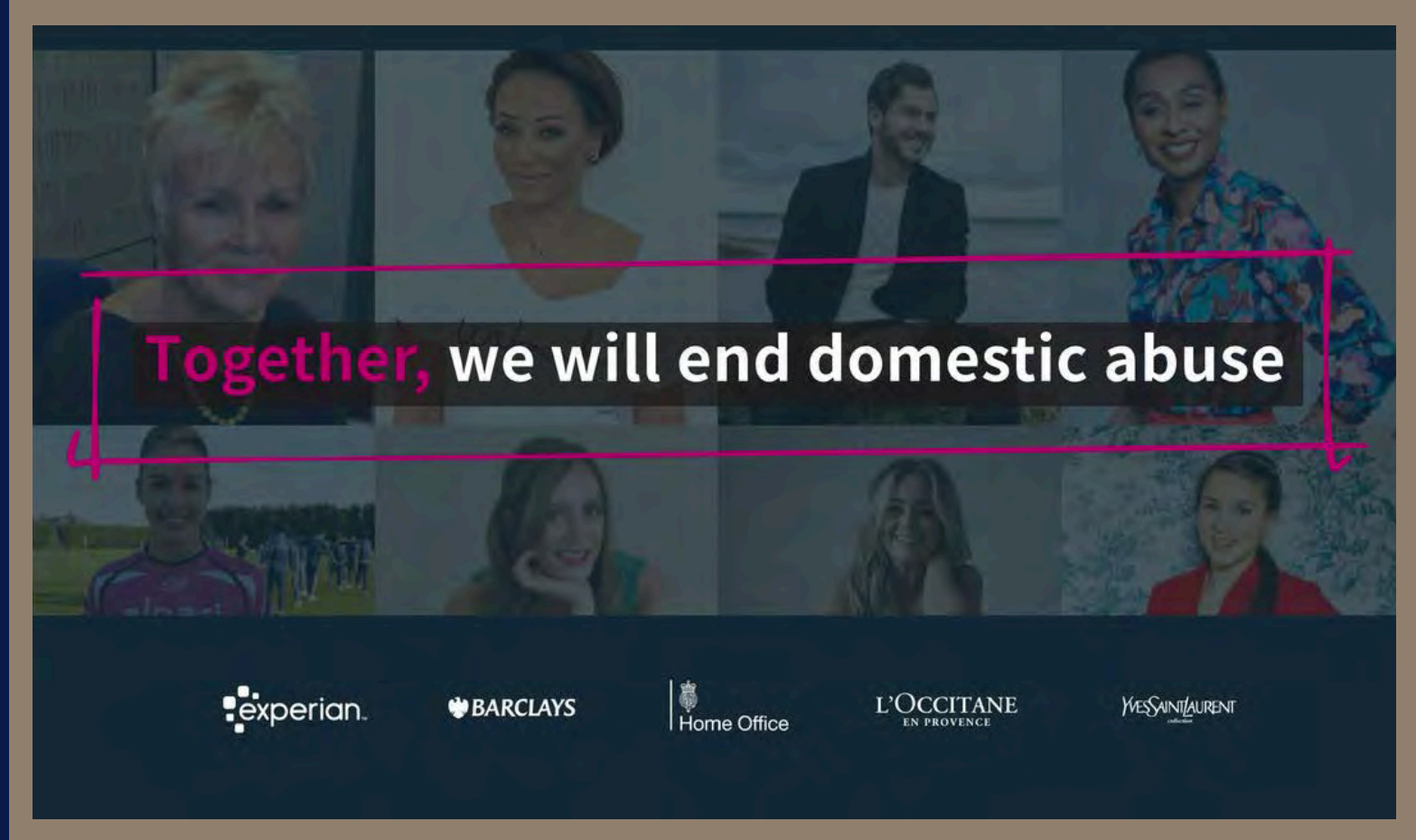
Transforming Value: Women's Aid's Journey to Sustainable Income and Enhanced Membership Strategy

ENTERED BY:

INTERCLOUD9



women's aid
until women & children are safe



HIGHLY COMMENDED

PROFESSIONAL PUBLISHERS ASSOCIATION

PPA Membership: Member first and built to belong



66 JUDGES' COMMENTS:

Women's Aid delivered a high-quality, strategic approach to membership engagement, seamlessly integrated within a broader organisational transformation. The initiative achieved impressive commercial success, generating a £500,000 return on investment in its first year. All intended outcomes were met, alongside a meaningful cultural shift among staff and a notable increase in membership satisfaction and engagement – a truly outstanding achievement.

BEST MEMBERSHIP SUPPORT



WINNER:

**ROYAL COLLEGE OF
OCCUPATIONAL THERAPISTS**

RCOT Learner Ambassadors:

Empowering the Future of
Occupational Therapy

HIGHLY COMMENDED

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS

NEDSpace – Equipping Experienced Members for the Boardroom

ACCA

66 JUDGES' COMMENTS:

A truly outstanding and innovative initiative, expertly designed to address a clearly defined challenge faced by many membership organisations. With a strong data-driven approach, the scheme delivered impressive, measurable results that exceeded expectations. Member engagement was built from an early stage, and the initiative not only met key business needs but also delivered exceptional return on investment — with lifetime member value far surpassing costs. A scalable, impactful model with clear relevance and lasting value.

BEST INTEGRATED MEMBERSHIP CAMPAIGN



WINNER:

STEP

On a mission to maintain a high membership renewal



66 JUDGES' COMMENTS:

A truly outstanding and innovative initiative, expertly designed to address a clearly defined challenge faced by many membership organisations. With a strong data-driven approach, the scheme delivered impressive, measurable results that exceeded expectations. Member engagement was built from an early stage, and the initiative not only met key business needs but also delivered exceptional return on investment — with lifetime member value far surpassing costs. A scalable, impactful model with clear relevance and lasting value

HIGHLY COMMENDED

INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES

The World's Fastest Accountant

ENTERED BY: SUNDAY



BEST MEMBERSHIP COMMUNICATION & SOCIAL MEDIA PRESENCE



WINNER:

COLLEGE OF SEXUAL AND REPRODUCTIVE HEALTHCARE

Building a community, not just an audience



66 JUDGES' COMMENTS:

This entry delivered a highly effective and emotionally resonant social media strategy that achieved impressive results across all key metrics, including increased member retention. Developed on a modest budget, the campaign demonstrated both creativity and impact, proving that thoughtful, well-targeted content can drive meaningful engagement. Judges particularly praised the innovative elements, such as the proposed 'Spotify-style wrap of the year' for members — a fresh and engaging way to personalise the member experience. A standout example of how strategic, emotionally intelligent communication can strengthen connections and deliver tangible outcomes

HIGHLY COMMENDED

MARINE CONSERVATION SOCIETY

Your Ocean

ENTERED BY: WONDERLY





ENGAGEMENT

BEST LOBBYING CAMPAIGN



WINNER:

ROYAL COLLEGE OF GENERAL PRACTITIONERS

Seven steps to save general practice and safeguard our NHS



Royal College of
General Practitioners



66 JUDGES' COMMENTS:

This was a highly successful and impactful campaign built around a compelling concept: Seven Steps to Save General Practice and Safeguard the NHS. With clear, accessible messaging, it effectively raised awareness of the workforce crisis in general practice. The campaign achieved outstanding results across key metrics, ROI, and influence — including the government adopting several recommendations and shifting the stance of the new Health Secretary. Judges were especially impressed by the innovative online advocacy hub, which empowered member mobilisation and engagement. A standout example of strategic campaigning with meaningful outcomes at both policy and grassroots levels.

HIGHLY COMMENDED

NASUWT - THE TEACHERS' UNION

New Deal for Teachers

NASUWT
The Teachers' Union

RECRUITMENT & EMPLOYMENT CONFEDERATION

Voice of the Worker #TempWorkWorks

 **REC**
Recruitment
& Employment
Confederation

BEST PUBLIC AWARENESS CAMPAIGN



WINNER:

ROYAL COLLEGE OF OCCUPATIONAL THERAPISTS

The power of OT: transforming health and social care



66 JUDGES' COMMENTS:

This campaign successfully employed a multi-faceted approach, utilising traditional campaign tools to maximise impact despite a limited budget. Strategic engagement with high-profile supporters expanded reach, while active member participation in the campaign's design and resources ensured authenticity and effectiveness. By leveraging the member network, awareness was further amplified. Beyond driving visibility, the campaign significantly strengthened members' confidence in communicating the profession's value and impact, equipping them to advocate for its importance in society. This holistic approach delivered strong results, reinforcing the profession's presence and influence.

HIGHLY COMMENDED

BRITISH ASSOCIATION FOR COUNSELLING
AND PSYCHOTHERAPY

Burst the self-doubt



ROYAL COLLEGE OF PAEDIATRICS AND CHILD
HEALTH

Tackling youth vaping



BEST EDUCATION INITIATIVE



WINNER:

CHARTERED INSTITUTION OF HIGHWAYS AND TRANSPORTATION

CIHT Disability Inclusion E-learning Programme



HIGHLY COMMENDED

**CHARTERED INSTITUTION OF BUILDING
SERVICES ENGINEERS**
CIBSE Flush Challenge

ROYAL COLLEGE OF PHYSICIANS
Call the medical registrar



**Royal College
of Physicians**

66 JUDGES' COMMENTS:

This project delivers clear, meaningful benefits to the public. Through strong collaboration with experts, it produced innovative and impactful content. The inclusion of lived experience was particularly powerful and central to its success. With a strong start in community engagement, we're excited to see how this work continues to make a difference in people's lives.



The specialists in:

**Dynamics 365, AI,
portals, websites
and mobile apps
for membership
organisations**



Contradictory, yet interdependent, demands

2026

MEMCOM

LEADERSHIP

SKILLS FORUM

Paradox Theory

Current Members, Competitors, Industry, Member Voice, Advocacy, Expert Voice, Sustainability

8th July 2026
The Barbican, London

Save the Date



PUBLISHING

BEST MAGAZINE LAUNCH OR RELAUNCH



WINNER:

INSTITUTE OF BIOMEDICAL SCIENCE
Biomedical Scientist

ENTERED BY:
REDACTIVE

A circular logo with a stylized 'r' inside.

redactive



HIGHLY COMMENDED

ASSOCIATION OF ANAESTHETISTS
Anaesthesia News



STEP
STEP Journal



66 JUDGES' COMMENTS:

In a highly competitive field, the Institute of Biomedical Science led the way with a bold, engaging relaunch underpinned by a strong data-led strategy. Balancing scientific rigor with fresh, creative design, the project delivered impressive member engagement and strong commercial results – making it a clear standout. Congratulations!

BEST MAGAZINE, CIRCULATION LESS THAN 20K



WINNER:

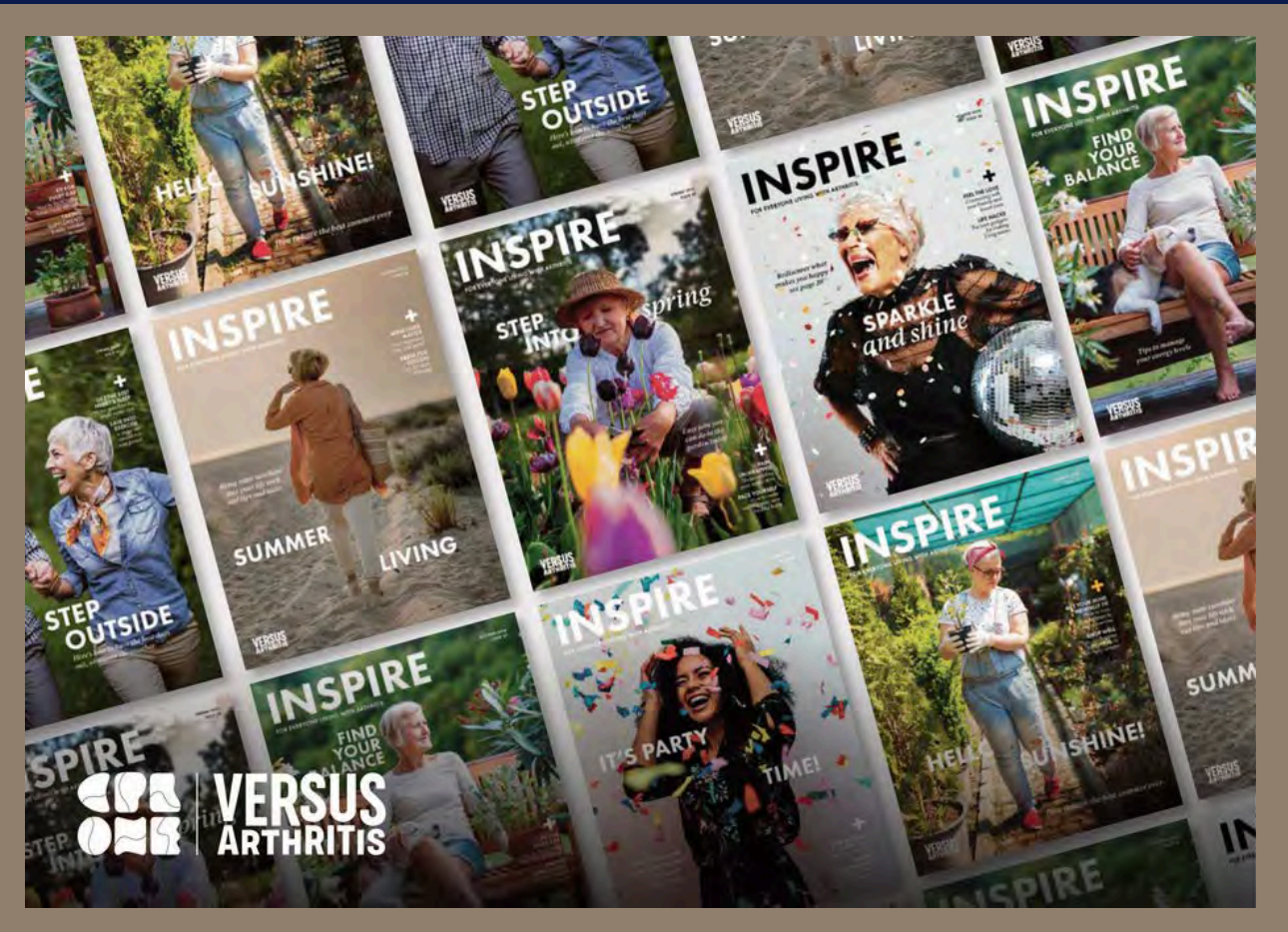
VERSUS ARTHRITIS

Inspire

ENTERED BY:
CPL ONE



VERSUS
ARTHRITIS



HIGHLY COMMENDED

GEOLOGICAL SOCIETY
Geoscientist Magazine



ROYAL COLLEGE OF PODIATRY
The Podiatrist



ENTERED BY: REDACTIVE

66 JUDGES' COMMENTS:

Inspire is a standout publication from Versus Arthritis – beautifully designed, highly usable and deeply thoughtful in its accessibility for readers with arthritis. With striking covers, a welcoming layout, and rich content, it rivals any glossy magazine. Most importantly, it's making a real impact, with readers saying it makes them feel "less alone." What better testament to its success?

BEST MAGAZINE, CIRCULATION MORE THAN 20K



WINNER:

INSTITUTION OF ENGINEERING AND TECHNOLOGY

E+T (Engineering and Technology)

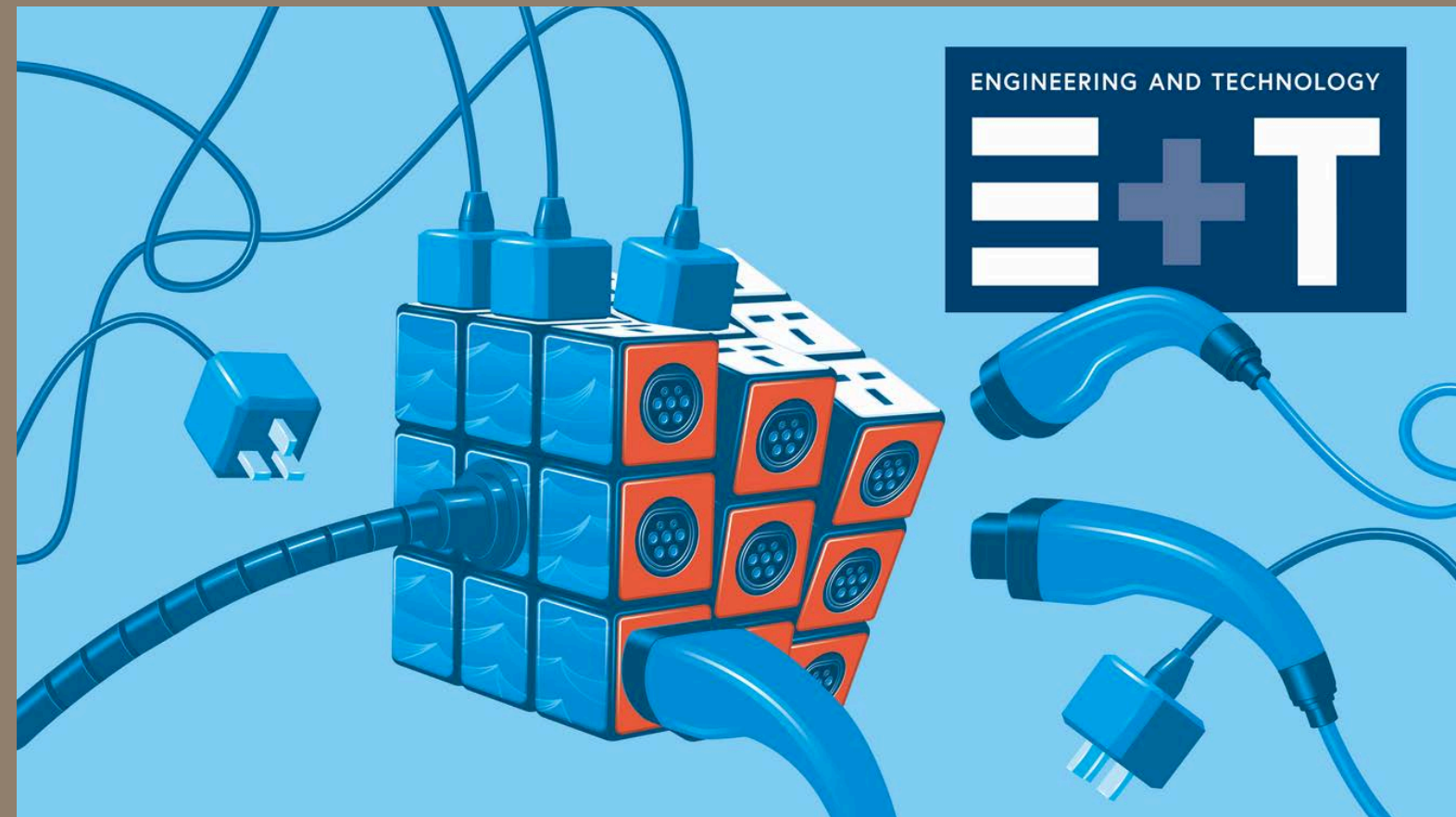
ENTERED BY:
REDACTIVE



redactive



The Institution of
Engineering and Technology



HIGHLY COMMENDED

THE ARMY CADET CHARITABLE TRUST

Army Cadet Magazine

ENTERED BY: SALT MEDIA



Army
Cadet
Charitable
Trust UK

U3A UK (THE THIRD AGE TRUST)

u3a matters

ENTERED BY: REDACTIVE



66

JUDGES' COMMENTS:

A visually striking and engaging entry, featuring a clean design and clear content structure. The bold, colourful imagery delivers real impact, while the consistent yet varied layout keeps the audience interested. Its strong cross-platform approach - including podcasts - further amplifies its reach and effectiveness, making it a well-rounded and deserving winner.

BEST PUBLICATION



WINNER:

MARINE CONSERVATION SOCIETY

Your Ocean

ENTERED BY:
WONDERLY

Wonderly
Strategy | Content | Tech



HIGHLY COMMENDED

GEOLOGICAL SOCIETY
Geoscientist Magazine



66 JUDGES' COMMENTS:

With Your Ocean, the Marine Conservation Society has reimagined the traditional members' magazine, creating a digital-first experience that is engaging, immersive, and visually striking. The publication offers powerful storytelling, high-profile ambassadors, and meaningful member involvement, all while driving advocacy and measurable growth in digital memberships. It's a shining example of how digital publishing can elevate member engagement and support strategic goals, with a clear return on investment.

A specialist team delivering a personal and quality service

As the UK's leading provider of audit, accountancy, and tax services for professional institutes and membership bodies, we work with organisations of every kind, from trade unions to learned societies. Our specialist team blends broad knowledge with deep expertise to deliver continuity, sharp insight and tailored support.

Our sector-specific know-how means we understand the challenges you face and provide practical, precise solutions that fit your organisation's needs.

HaysMac[★]



2026 **MEMCOM** ANNUAL CONFERENCE

30th April 2026
155 Bishopsgate, London

Save the Date



INNOVATION

BEST INCLUSION INITIATIVE



Equity, diversity and belonging

We put equity, diversity and belonging at the heart of everything we do



WINNER:

ROYAL COLLEGE OF OCCUPATIONAL THERAPISTS



66 JUDGES' COMMENTS:

The RCOT demonstrated a real commitment to transforming itself and the professions it represents into an inclusive and representative one putting together a programme of activity rooted in an honest appraisal of where it currently lies. RCOT staff have been central to that self-reflection and appropriately and importantly have co-produced with RCOT a range of meaningful actions that have put them on course to achieve equity and social justice by 2027. The strategic approach, commitment to self-reflection, range of activities from tool kits to the creation of safe spaces and impressive levels of staff engagement make RCOT a worthy winner.

HIGHLY COMMENDED

BRITISH PEST CONTROL ASSOCIATION



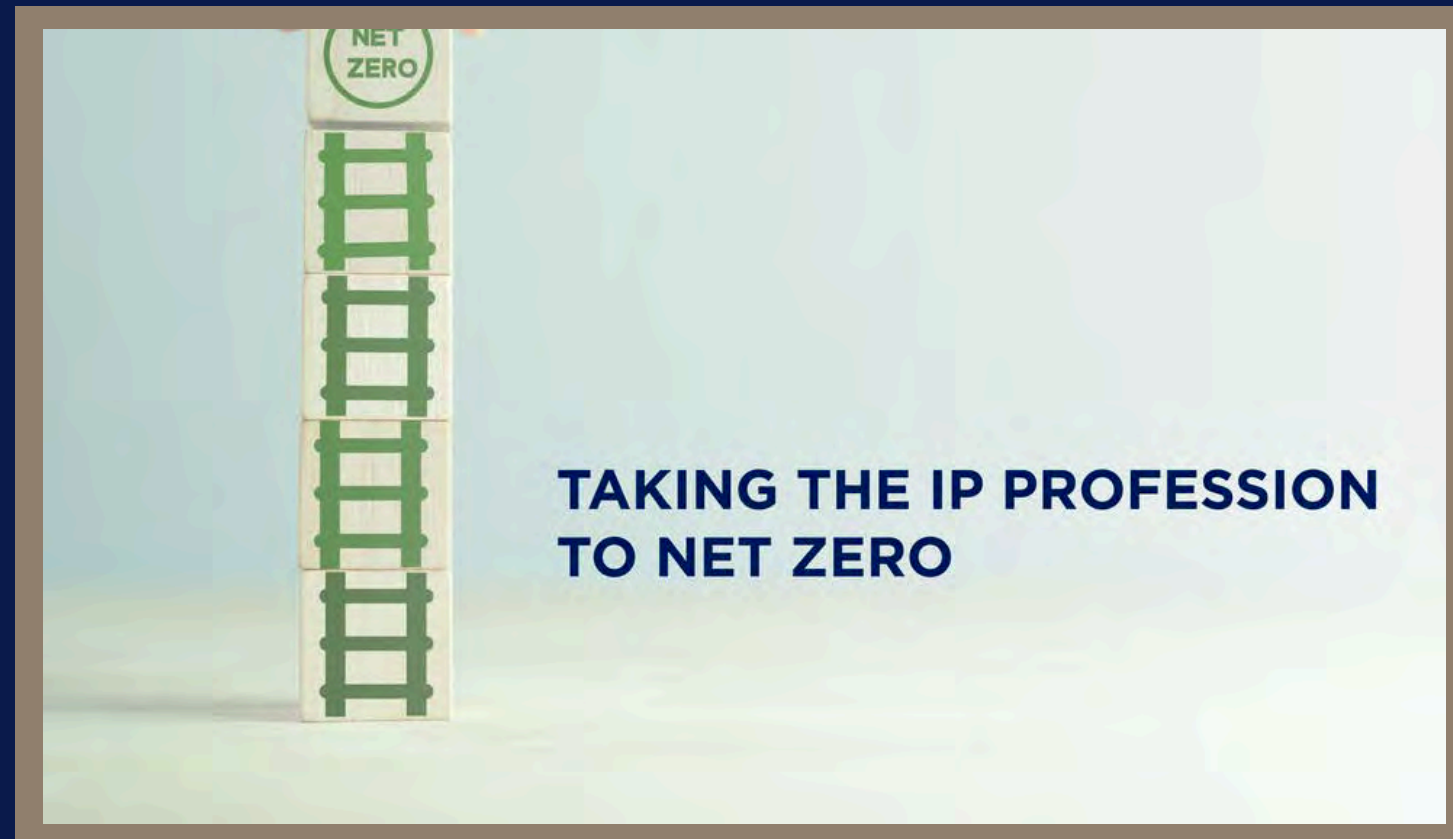
BEST SUSTAINABILITY INITIATIVE



WINNER:

**CHARTERED INSTITUTE OF TRADE
MARK ATTORNEYS**

CITMA The Chartered
Institute of Trade
Mark Attorneys



66 JUDGES' COMMENTS:

CITMA provided an articulate strategy with clear objectives and a powerful message of their intention to be a force for change in their quest to achieve net zero. The judges were impressed with their two-fold visionary approach which is focused on internal and external pathways through mobilising staff as well as members to transform the profession into a sustainability champion. CITMA demonstrated the value of membership through enhancing their credibility as an innovative professional body which engages the next generation of trademark attorneys.

HIGHLY COMMENDED

BRITISH ASSOCIATION OF DERMATOLOGISTS



BRITISH ASSOCIATION
OF DERMATOLOGISTS
HEALTHY SKIN FOR ALL

BEST TRANSFORMATION PROJECT



WINNER:

FIRE INDUSTRY ASSOCIATION

Fire Industry Association with smartAI



Fire Industry Association

ENTERED BY:
smartimpact



HIGHLY COMMENDED

**CHARTERED INSTITUTE FOR
SECURITIES & INVESTMENT**

The Review

ENTERED BY: SUNDAY

HEART OF ENGLAND CO-OPERATIVE SOCIETY

ENTERED BY: smartimpact



66 JUDGES' COMMENTS:

The Fire Industry Association's smartAI project is a standout example of how AI can transform an organisation's ability to support its members. With a clear rationale, strong outcomes and impressive ROI – both quantitative and qualitative – it showcased the power of purposeful innovation. Judges were particularly impressed by the focus on reducing barriers through ongoing staff involvement, demonstrating how technology and empowerment together can elevate organisational performance.

Retain 42%
more members
by using AI



2026
MEMCOM
CEO LECTURE

27th November 2026
Kings Place, London

Save the Date



ORGANISATION

BEST TRADE ASSOCIATION, BODY OR UNION



You create what matters to them.
We're here for what matters to you.

The PPA represents trusted editorial brands – we unite members who foster communities by driving audiences' professional and personal interests.

Become a member



WINNER:

PROFESSIONAL PUBLISHERS ASSOCIATION



HIGHLY COMMENDED
BUILDERS MERCHANTS FEDERATION



JUDGES' COMMENTS:

This entry stood out for delivering clear and tangible impact during a period of significant industry change. In a landscape that's shifting rapidly, supporting and responding to members' evolving needs is no small task – and this organisation has done so impressively. The judges particularly valued the strong governance structure and genuine member involvement, showing that this is an organisation truly run by and for its members – regardless of size. A well-rounded range of activities further demonstrated its commitment to broad, meaningful support. A standout achievement in challenging times.

BEST PROFESSIONAL BODY OR LEARNED SOCIETY



SPONSORED BY



Research by Design
MEMBERSHIP INTELLIGENCE

WINNER:

ROYAL ENTOMOLOGICAL SOCIETY



Royal
Entomological
Society



HIGHLY COMMENDED

ASSOCIATION OF BUSINESS MENTORS



ROYAL AERONAUTICAL SOCIETY



ROYAL
AERONAUTICAL
SOCIETY

66 JUDGES' COMMENTS:

The Royal Entomological Society's strategic change programme is a powerful example of vision put into action. With a bold mission to enrich the world with insect science, the Society has shown outstanding commitment and impact over three years of determined work. The judges were particularly impressed by its 47% membership growth, collaborative approach to partnerships and strong focus on inspiring the next generation. A standout achievement advancing both science and the community.

BEST AGENCY OF THE YEAR



WINNER:

smartimpact
smartimpact & Fire Industry Association



smartimpact customer story: FIA

FIA saves 1500 days a year using **smartAI**

The Fire Industry Association (FIA) promotes the professional status of the UK fire safety industry. Their main objective is to promote the professional standards of the fire industry through close liaison and lobbying with Government.

The FIA also provides technical knowledge and advice to anyone who needs it regarding fire safety in the UK.

The Fire Industry Association logo, featuring a stylized white 'FIA' inside a dark oval, with the text "Fire Industry Association" below it.

HIGHLY COMMENDED

THINK
With CIPS



WE ARE MCI
With European Society for Cataract and Refractive Surgeons



66 JUDGES' COMMENTS:

The judges were deeply impressed by this powerful collaboration between agency and client, delivering a nationally significant project in the wake of the Grenfell Tower fire. This innovative work drove essential operational and cultural change while showcasing the potential of AI to scale efforts where capacity is limited. With high stakes, ambitious goals and outstanding results, this project stood out as a truly impactful and exemplary partnership.

BEST COLLABORATIVE PARTNERSHIP



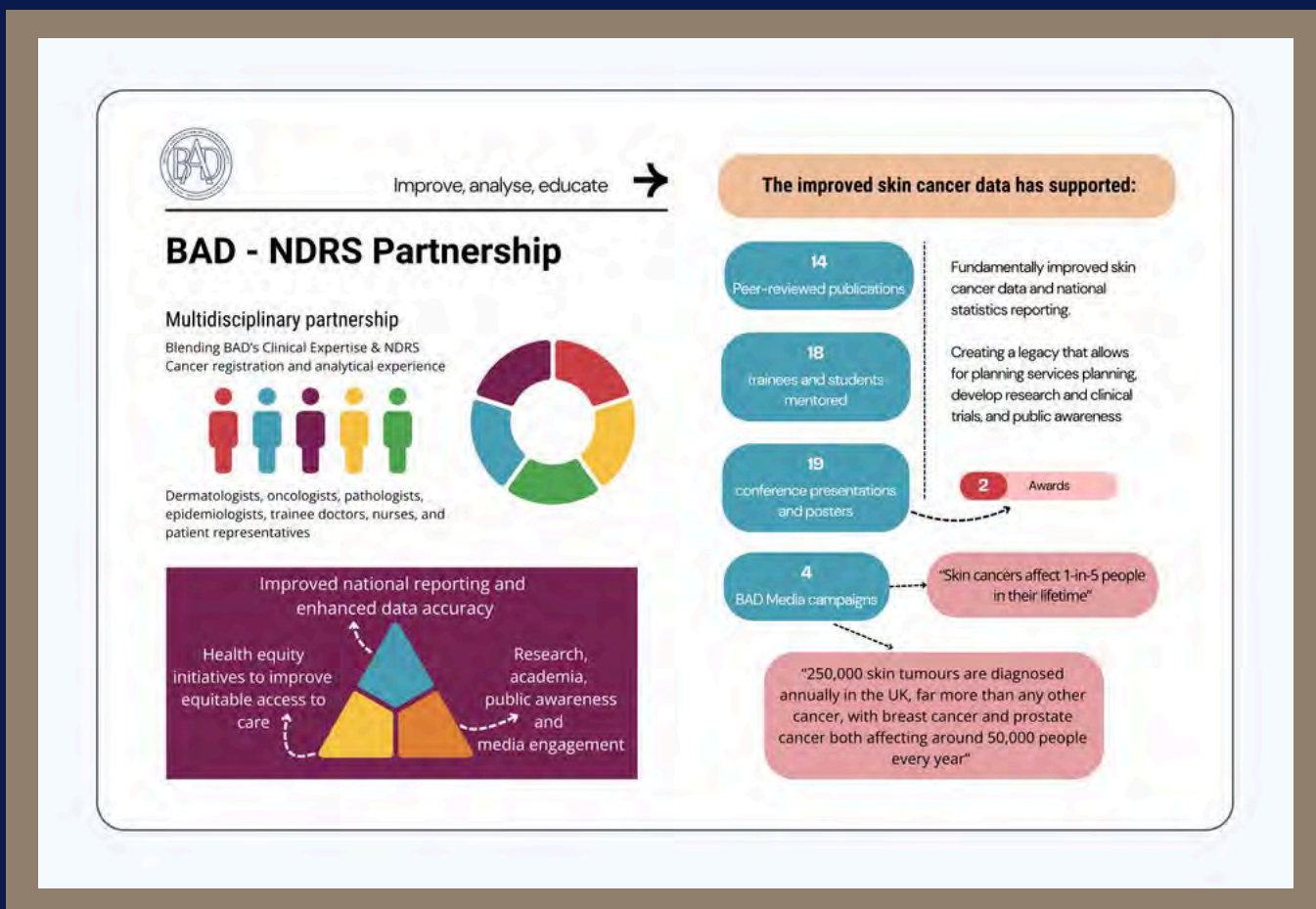
WINNER:

BRITISH ASSOCIATION OF DERMATOLOGISTS & NATIONAL DISEASE REGISTRATION SERVICE

BAD – NDRS Partnership



BRITISH ASSOCIATION
OF DERMATOLOGISTS
HEALTHY SKIN FOR ALL



HIGHLY COMMENDED

FIRE INDUSTRY ASSOCIATION & SMART IMPACT

Fire Industry Association with smartAI



Fire Industry Association



JUDGES' COMMENTS:

This impactful collaboration between BAD and NDRS shows the vital role membership bodies play in advancing public health. By transforming skin cancer data collection, it has improved patient care, research, and awareness, highlighting rare cancers and revealing key regional and ethnic disparities. A model partnership with lasting impact.

Connect. Learn. Lead.

We empower membership professionals to grow, innovate, and thrive.
Become a **member** today and take your organisation to the next level.





PEOPLE

THE FUTURE LEADER



WINNER:

SALLY ELEY

Chartered Institute of Personnel and Development

CIPD



HIGHLY COMMENDED

Oli Howard

Chartered Institute of Personnel and Development

CIPD

JUDGES' COMMENTS:

Sally demonstrates an inspiring commitment to inclusion and support, both within her team and across a broad network of external stakeholders. Her work with the CIPD Trust has delivered measurable, positive change that advances the organisation's core mission while empowering others to thrive. Her success is rooted in active listening, strategic thinking, and the ability to build strong, effective alliances. A truly impactful leader.

TEAM OF THE YEAR



Team of the Year nominee
FPM Communications Team



WINNER:

COMMUNICATIONS TEAM
Faculty of Pharmaceutical Medicine



Faculty of
Pharmaceutical
Medicine



Faculty of
Pharmaceutical Medicine

HIGHLY COMMENDED

ASSOCIATION OF BUSINESS MENTORS

The whole ABM team

FIRE INDUSTRY ASSOCIATION WITH SMARTAI

ENTERED BY: smartimpact

abm



Fire Industry Association

66

JUDGES' COMMENTS:

For a small team, this entry truly stood out as a powerhouse of impact and dedication. The judges were impressed by the clear evidence of strong collaboration, meaningful outcomes and the hard work behind every achievement. Beyond the results, the pride, warmth and commitment to inclusivity and equity shone through showcasing a team that consistently goes above and beyond. A well-deserved win. Congratulations!

BEST PRESIDENT OR CHAIR



WINNER:

PHIL ROE

Logistics UK



LOGISTICS UK

66 JUDGES' COMMENTS:

Phil has made a significant and lasting impact at Logistics UK. As President, he has led with a bold strategic vision, elevated the organisation's profile through high-level advocacy and positioned it as a powerful campaigning voice within government. His ability to leverage networks has delivered real results, from inspiring the next generation to securing strategic partnerships and government support. Phil has also championed cultural change across the industry through visible, relationship-driven leadership, while promoting inclusivity through his ambassadorial role internally. A truly influential and inspiring leader.

HIGHLY COMMENDED

Dr Janet Barter
**COLLEGE OF SEXUAL AND
REPRODUCTIVE HEALTHCARE**

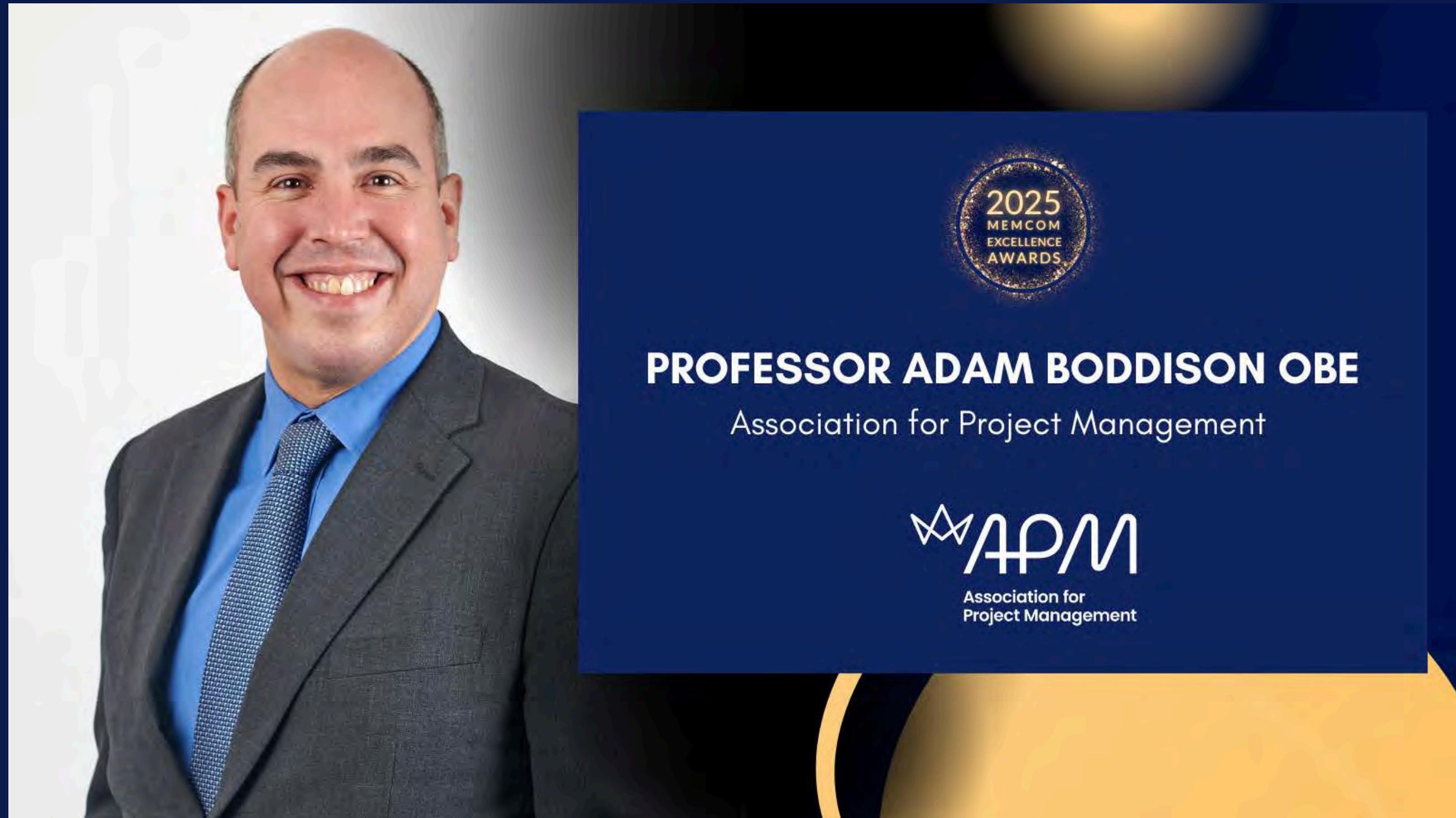
Dr Kate Thornton
INSTITUTE OF MATERIALS, MINERALS & MINING



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



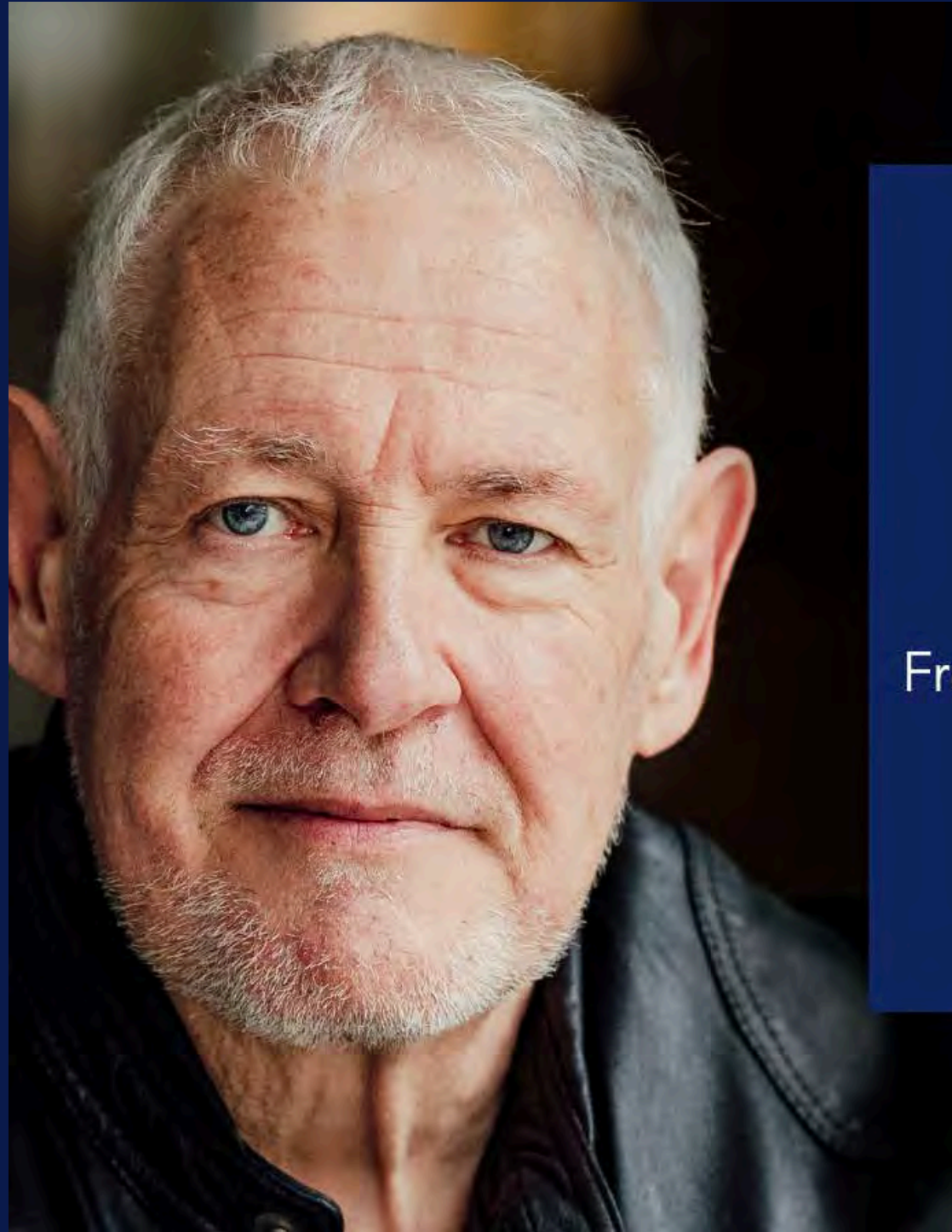
THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



CHRIS BRYCE

Freelancer and Contractor Services Association



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



SARAH POULTER

Chartered Institution of Wastes Management



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



MIKE WARD

Association for Specialist Fire Protection



THE MEMCOM CEO LEADERSHIP AWARD – SHORTLIST



THE MEMCOM CEO LEADERSHIP AWARD



HIGHLY COMMENDED

MICHELLE RIDDALLS OBE

PAGB, The consumer healthcare association



The Consumer Healthcare Association

66

JUDGES' COMMENTS:

With a strong focus on effective advocacy for over-the-counter healthcare within the UK and worldwide, the judges were impressed with this CEO's work to secure the availability of medicines in Northern Ireland post-Brexit as well as her mobilisation of the Department for Health & Social Care and the United Nations in response to criticism from the World Health Organisation on the availability of antimicrobial medicines. Together with a focus on developing and engaging her internal team, she stood out as an exemplary leader and influencer showing demonstrable public benefit nationally and globally.

THE MEMCOM CEO LEADERSHIP AWARD



WINNER:

SARAH POULTER

Chartered Institution of Wastes Management

66 JUDGES' COMMENTS:

Sarah has led with vision, ambition, and measurable impact. Overseeing a major merger in 2024, she expanded the organisation's remit from national to global, anchored by a bold vision for a World Beyond Waste. Her leadership has delivered impressive results, including a 21% rise in membership, 60% revenue growth since 2000, and a Net Promoter Score of +41. A passionate advocate for sustainability, EDI and employee development, she is rightly described as "an inspirational leader who embodies vision, drive, and collaboration".



GRAND PRIX

GRAND PRIX



WINNER:

ROYAL COLLEGE OF OCCUPATIONAL THERAPISTS

2nd Place

FIRE INDUSTRY ASSOCIATION

Joint 3rd Place

BRITISH ASSOCIATION OF DERMATOLOGISTS

ROYAL COLLEGE OF GENERAL PRACTITIONERS



THANK YOU TO OUR JUDGES



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

Adam Boddison

CEO, **Association for Project Management**

Adam Sampson

CEO, **Association of Optometrists**

Ankita Patel

Director of Finance, **Association of Independent Professionals and the Self Employed Limited**

Anne Barlow

Director of Membership & Operations,
British Chiropractic Association

Anne Godfrey

CEO, **GS1 UK**

Anne-Marie Graham

CEO, **UKCISA**

Anne-Marie Leech

Head of Membership, **GS1 UK**

Annette Spencer

Chief Executive, **Association of Corporate Treasurers**

Caroline Hollick-Ward

Membership and Funding Development Officer,
National Adult Literacy Agency

Chris Weavers

National Official, **NASUWT - The Teachers' Union**

Claire Angus

Director of Membership, **Royal College of Podiatry**

David D'Souza

Membership Director,
Chartered Institute of Personnel and Development

Emily Linnemann

Executive Director, **Association of British Neurologists**

Emma Bossom

Director, Knowledge & Networks, **Royal Aeronautical Society**

Emma Wilcox

CEO, **Society for the environment**

Emma King

Senior Director, Marketing, **ISC2**



THANK YOU TO OUR JUDGES



Gareth Kingston

Head of Professional Development, **Chartered Quality Institute**

Gary Waltham

CEO, **College of Sexual and Reproductive Healthcare**

Gemma Reyes

Director of Marketing & Digital , **Recruitment & Employment Confederation**

Georgina Waite

Chief Executive, **Association of Business Mentors**

Gordon Miles

CEO, **Royal College of Emergency Medicine**

Graham Lottering

Head of Member and Customer Engagement,
The Institution of Engineering and Technology

Helen Anderson

Executive Director, **Alliance of Independent Agencies**

Jane Frost

CEO, **Market Research Society**

Janet Legge

Deputy Chief Exec, **Association of Corporate Treasurers**

Jennifer Sproul

CEO, **Institute of Internal Communication**

Jeremy Holmes

Independent/Non-Exec Director, former CEO - **Royal Pharmaceutical Society**

Jessica Reid

Head of External Relations, Marketing and Communications,
Society and College of Radiographers

Jo Tanner

Director of Communications & Engagement, **Royal College of Midwives**

Jo Lewis

Engagement Director, **Institute of Marine Engineering, Science and Technology**

Joe Levell

Head of Member Engagement, **Chartered Management Institute**



THANK YOU TO OUR JUDGES



John Pearce

Director Digital, **Institute of Chartered Accountants in England and Wales**

John Mark Williams

CEO, **Institute of Leadership**

Joyce Achampong

Associate Director, Impact, **Institution of Mechanical Engineers**

Kathryn Spiller

Director of Publishing, **Applied Microbiology International**

Kathryn Thomson

Head of Education and Professional Development, **Chartered Institute of Brewers and Distillers**

Lauren Branston

CEO, **Institute of Business Ethics**

Lisa Hall

People Director, **Royal College of Veterinary Surgeons**

Liz Stockley

CEO, **British Dietetic Association**

Lizzie Lockett

Chief Executive, **Royal College of Veterinary Surgeons**

Lucy Harper

Chief Executive, **Applied Microbiology International**

Lucy Whitman

Head of Marketing, **Chartered Institution of Building Services Engineers**

Machel Bogues

D&I Manager, **Royal Town Planning Institute**

Marcia Philbin

Chief Executive, **Faculty of Pharmaceutical Medicine**

Marcia Cummings

Director of HR, **Royal College of Psychiatrists**

Mark Walley

Chief Executive, **STEP**

Mark Harrison

Head of Equality, Diversity, and Inclusion Transformation, **Chartered Institute of Building**

Melanie Robinson

Deputy CEO, **The Institute of Leadership**



THANK YOU TO OUR JUDGES



Melanie Robinson

Deputy CEO, **The Institute of Leadership**

Naomi Taylor

Membership and Professional Services Director,
Institute of Marine Engineering, Science & Technology

Nathan Emerson

CEO, **Propertymark**

Nick Pahl

CEO, **Society of Occupational Medicine**

Nicky de Beer

Chief Executive Officer, **Association of Anaesthetists**

Nicole Rinaldi

Director of Professional Services, **Institution of Occupational
Safety and Health**

Pearl Mensah

Director of Membership and Professional
Standards, **Royal Aeronautical Society**

Rachel Lambert-Forsyth

Chief Executive, **British Pharmacological Society**

Rachel Letham

Head of Brand & Communications, **The Marketing Society**

Richard Goldsbrough

Director of Membership, **Chartered Institution of Building
Services Engineers**

Rob Ledger

Assistant Director, **Chartered Society of Physiotherapy**

Rona Hunnisett

Deputy Director of Communications, **Logistics UK**

Ruth Mullan

Associate Director of Membership and Engagement, **Royal
College of Paediatricians and Child Health**

Ruth Stuart

Strategy and Planning Director, **Association of Accounting
Technicians**

Ruth Carter

Chief Executive, **Chartered Institution of Building Services
Engineers**

Samar Yanni

Commercial & Marketing Director, **The Quoted Companies
Alliance**



THANK YOU TO OUR JUDGES



Sandy Mather

Leadership Coach and Consultant

Sarah Atkins

Commercial & Marketing Director, **Chartered Institute of Personnel and Development**

Sara Purdy

Chief Executive, **British Institute of Radiology**

Sarah Poulter

CEO, **Chartered Institution of Wastes Management**

Sarah Speirs

Executive Director – Member Engagement and Communications,
Institute of Chartered Accountants of Scotland

Sheetal Girdhari

Head of Marketing Services, **Royal College of Occupational Therapists**

Simon Ward

Chief Executive, **Royal Entomological Society**

Simon Creer

Director of Communications & External Affairs, **Royal Town Planning Institute**

Sinead Whelan

General Manager, **Institute of Regulation**

Sneha Sangyam

Head of Marketing and Events, **British Veterinary Association**

Steve Ford

Chief Executive, **Royal College of Occupational Therapists**

Tom Grinyer

Chief Executive Officer, **Institute of Physics**

Victoria Logan

CEO, **Association for Laboratory Medicine**

William Booth

Deputy Chief Executive, **Faculty of Pharmaceutical Medicine**

Zara Berry

Head of Individual Membership, **Chatham House**



THANK YOU TO OUR JUDGES



**INTERESTED IN BECOMING A
MEMCOM EXCELLENCE AWARDS JUDGE FOR 2026?**

PLEASE CONTACT MAGALI@MEMCOM.ORG.UK



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