



# 20/21

MEMBERSHIP  
EXCELLENCE  
AWARDS

#memcom21



# THE MEMCOM MEMBERSHIP EXCELLENCE AWARDS

“

IN THESE CHALLENGING TIMES, THE PROFESSIONAL MEMBERSHIP SECTOR HAS REALLY SHOWN ITS STRENGTH AND INNOVATION IN SUPPORTING ITS MEMBERS AND THE BROADER COMMUNITY”

A huge congratulations to everyone who made the shortlist this year. These awards rightly celebrate the successes of the positive impact that professional bodies, trade associations, membership charities and other not-for-profit membership organisations have made and it's a joy to see all the great work coming out of the such an important sector.

As ever, special thanks are due to the panel of 40+ specialist 2021 memcom judges who independently judged the awards. This year we received an unprecedented number of entries, and the judges were extremely impressed with the calibre of entries and had a particularly difficult job awarding winners and highly commended as a result.

In these challenging times, the professional membership sector has really shown its strength and innovation in supporting its members and the broader community. This year's awards have been especially hard for the panel to judge, not only because the standard of entries has been high, but the hard work and dedication from the individuals who make up the membership sector has shone through this year, especially during a global pandemic. We received 25% more entries this year than last and the quality and standard of entries was exceptional, so thank you to all of you who entered them.

We'd like to say a huge thank you to our Headline Awards Partner, the Financial Services Compensation Scheme. We'd also like to thank our other Headline Partners - Liquona and Pixl8 Group - for their ongoing support, as well as all of the other memcom sponsors and partners.

We'll be featuring articles and case studies from our 2021 trophy winners on our blog - take a look for inspiration and takeaways.

Once again, congratulations to every organisation featured - you are all truly inspirational. Whether you're a 2021 trophy winner or you're completely new to memcom, we hope you enjoy this reflection of the outstanding work to come out of the membership sector.

**Debbie Hockham and Julian Smith**  
co-memcom Directors

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## membership community

Connect with other sector leaders to share ideas, solve problems and find new ways of working.



## recruitment & outplacement

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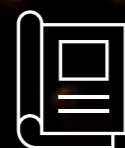
Explore new learnings emerging from the sector and participate in the latest surveys.



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# AWARD CATEGORGIES



## PRINT

Always a hugely popular category, the following awards honor print publications within the membership sector which demonstrate superior execution of editorial objectives, engaging content, innovative design, cutting-edge techniques and noteworthy commerciality.



## 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.



## ENGAGEMENT

Attracting members and then keeping them truly engaged is critical for survival. From events to CPD initiatives, this category honours those organisations who have perfected their member engagement strategies, with impressive results.



## DIGITAL

From apps and infographics to elearning initiatives, these awards highlight and celebrate the digital work that is pushing the limits of what is possible and making a real impact to organisations, members and stakeholders.



## PEOPLE

The membership sector could not succeed without the people behind it. The awards in this section celebrate the huge positive impact that both individuals and teams have on their organisation, their members and wider society.



# PRINT AWARDS

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



## **WINNER: Chartered Institute of Building, Construction Manager**

Entered by: Atom Publishing

This award recognises excellence in magazine or publication design for your members, supporters or subscribers.

### Judges' comments

*A clear content strategy made this entry stand out and the focus on giving members a voice was impressive. This was the overall winner because of its arresting graphics and photography, great content and coherent messaging. The issue, focused on women in construction, successfully presented the many facets of the industry.*



## HIGHLY COMMENDED

Chartered College of Teaching, Impact

Entered by: Redactive

### Judges' comments

*Good use of the publication as a marketing tool to engage non-members as well as to serve members. Excellent linkage of the physical and online offers and clearly well used by members of the College. This magazine is to be commended because it has been instrumental in growing the membership of the organisation. It has a high level of readership and the editorial board demonstrates a sound understanding of its audience.*

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

## **WINNER: Chartered Institute of Environmental Health, Environmental Health News**

Entered by: Think

This award recognises excellence in magazine or publication design for your members, supporters or subscribers.

Judges' comments

*The judges felt this magazine demonstrated an excellent response to Covid, supporting its members at the forefront of the pandemic. Impressive increase in opening rates, demonstrating the value members clearly place on the publication, impressed the judges.*

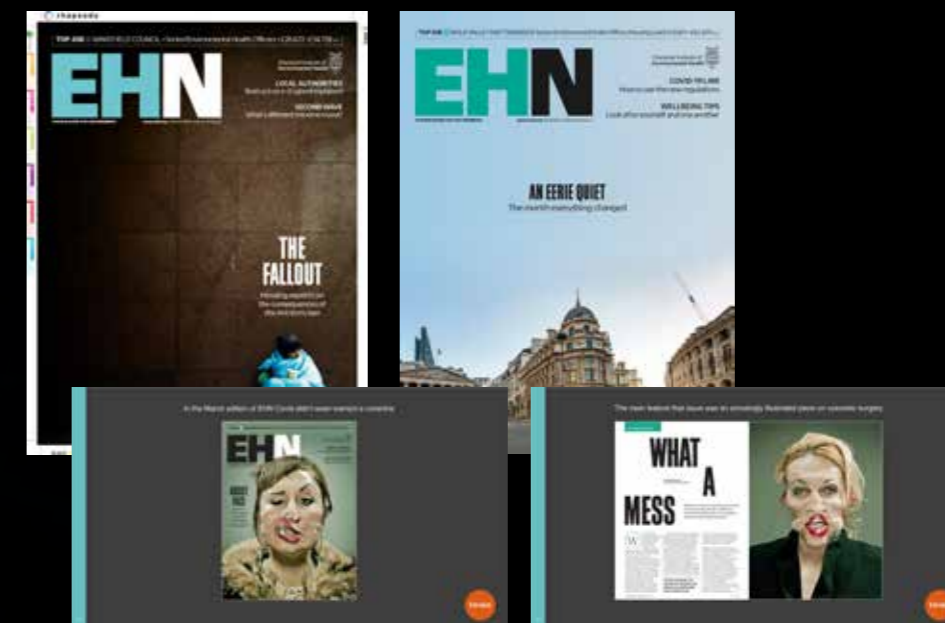
## HIGHLY COMMENDED

Royal Town Planning Institute, The Planner

Entered by: Redactive

Judges' comments

*An excellent publication that understands its diverse audience and shows impressive metrics. The content is well planned, nicely designed with a good focus on EDI.*



Chartered  
Institute of  
Environmental  
Health



## 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.

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### 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

”

# BEST MAGAZINE LAUNCH OR RE-LAUNCH

**Public  
Finance**  
CIPFA\



**WINNER: Chartered Institute of Public Finance and Accountancy, Public Finance**

Entered by: Redactive

This award recognises the excellence in magazine or publication launch or re-launch for your members, supporters or subscribers.

Judges' comments

“A clear presentation and approach to strategy, rooted in audience insight and responsive to external issues such as Covid, diversity and equality and environmental concerns, led the judges to award this as the winner.”

## HIGHLY COMMENDED

Institute of Physics and Engineering in Medicine, SCOPE

Entered by: Redactive

Judges' comments

“The redesign did a really good job of creating a much more exciting look and feel whilst retaining the best of the previous content.”

Royal Photographic Society, The RPS Journal

Entered by: Think

Judges' comments

“A strong emphasis on what is important to the readership led to a stunning creative, combined with good metrics to evidence the impact of the changes.”

STEP (The Society of Trust and Estate Practitioners), STEP Journal

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.”



# MARKETING AND COMMUNICATIONS

# BEST CAMPAIGN ON A SHOESTRING

**WINNER: Royal College of Speech and Language Therapists, Launching the Communication Access UK initiative**

This award recognises the investment of time and effort which goes into making a low-budget campaign with considerable impact.

Judges' comments

*The winners have done exactly what they set out to do - and more - with an investment of just a few hundred pounds, they absolutely met the criteria of delivering on a shoestring.*

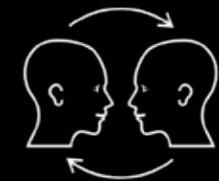
## HIGHLY COMMENDED

Royal Town Planning Institute, Plan The World We Need  
Judges' comments

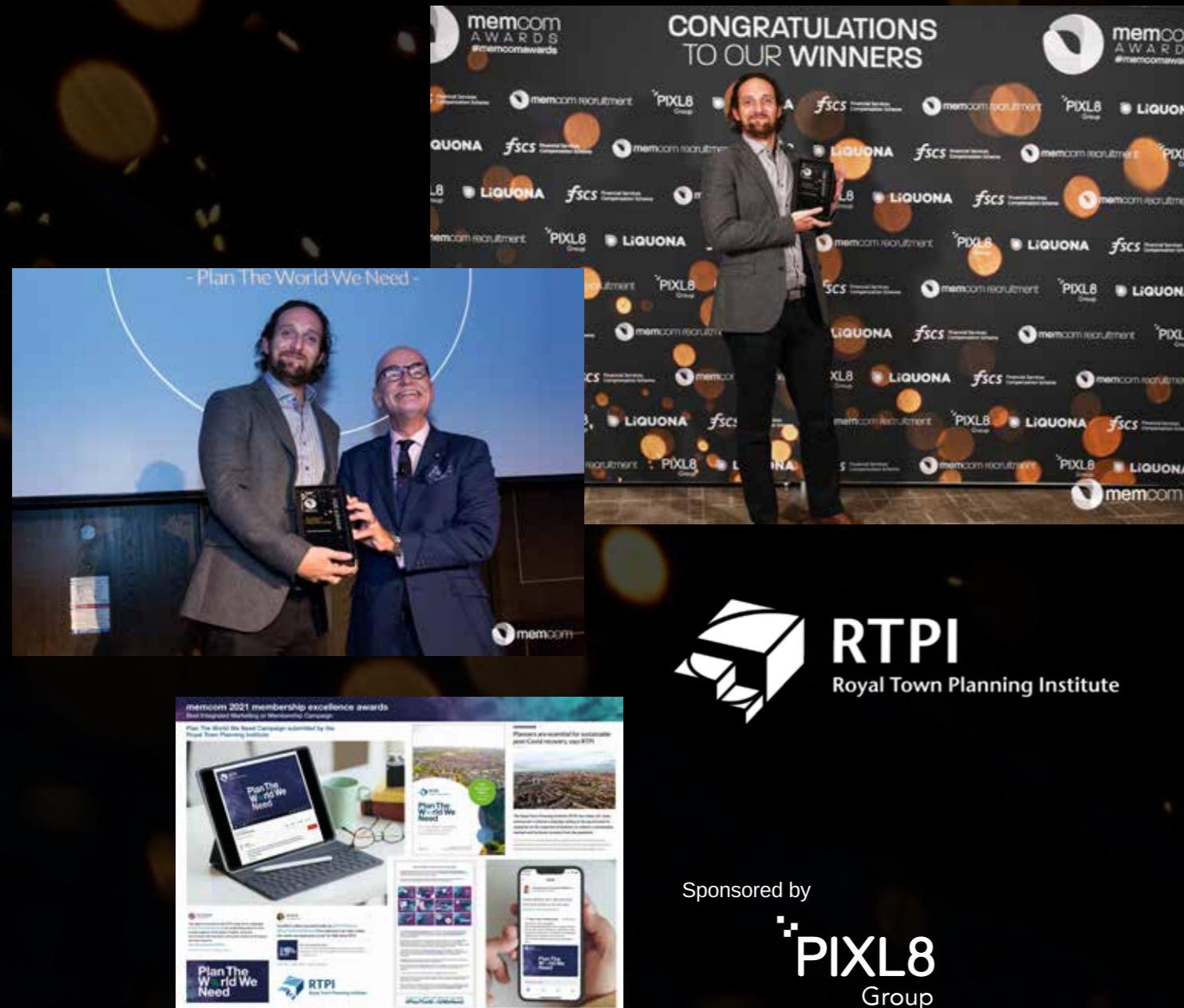
*Five very clearly defined goals, a well-executed campaign and targets exceeded with minimal financial investment, led the judges to award this entry the highly commended.*



RCSLT



# BEST INTEGRATED MARKETING OR MEMBERSHIP CAMPAIGN



## **WINNER: Royal Town Planning Institute, Plan The World We Need**

This award recognises the creativity and inspiration it takes to deliver a strong marketing or membership campaign using a range of channels.

### Judges' comments

“With their Plan The World We Need campaign the RTPI showed how town planners can play a central role in helping to build a sustainable environment and address climate change.”

## HIGHLY COMMENDED

Thoroughbred Breeders Association, Great British Bonus

Entered by: CPL

Judges' comments

“CPL and the Thoroughbred Breeders' Association set a clear goal: to persuade owners and trainers to buy British-bred Flat and Jumps horses to race in the UK. They communicated an attractive message clearly and targeted the message effectively across a number of channels.”

# BEST SOCIAL MEDIA CAMPAIGN

**WINNER: Royal Society of Chemistry, Chemistry. Making the Difference.**

Entered by: Mobas

This award recognises the creativity and inspiration it takes to deliver a strong social media campaign and the channels employed.

Judges' comments

“The goal of the campaign Chemistry: Making the Difference is to encourage and inspire students to consider pursuing a career in the chemical sciences. The judges felt there were fantastic social media outcomes and they were deserving winners.”



## HIGHLY COMMENDED

College of Optometrists, #FocusOnLife  
Judges' comments

A creative, innovative approach to highlighting a serious healthcare issue that delivered great results.



mobas

ROYAL SOCIETY  
OF CHEMISTRY

# BEST PUBLIC AWARENESS CAMPAIGN OR ADVANCEMENT OF A CAUSE



## **WINNER: Royal College of Speech and Language Therapists, Launching the Communication Access UK initiative**

This award recognises the role played by professional associations and charities in social campaigning, encouraging social mobility and the advancement of causes for the public good.

### Judges' comments

“The Royal College of Speech and Language Therapists have done exactly what they set out to do - and more - greatly enhancing public awareness and understanding of a significant problem.

## HIGHLY COMMENDED

Association of Independent Professionals and the Self-employed, Securing support for the self-employed during the pandemic.

### Judges' comments

“An incredibly effective campaign delivering very significant national media coverage and tangible results for the self-employed.



# BEST EMAIL NEWSLETTER

**WINNER: Institution of Occupational Safety and Health, IOSH magazine eNewsletter**

Entered by: Redactive

This award recognises excellence in email newsletter content and design for your members, supporters or subscribers.

### Judges' comments

*Its consistent visual appeal and bold design, all underpinned by well-articulated strategic goals, impressed the judges. his entry demonstrated good impact, with a significant increase in Open rates and CTR, as well as being a revenue generator.*



## HIGHLY COMMENDED

Institute of Chartered Accountants in England and Wales  
ICAEW Daily

### Judges' comments

*The newsletters present a lot of content elegantly, with a clear strategy to offer insight and perspective with authority, as well as being agile and flexible. The proof is in the statistics which are impressive.*

Chartered Management Institute, Better Managers  
Entered by: Think  
Judges' comments

*This newsletter was highly commended for its focus on supporting the organisation's mission and its clear strategic purpose. It is an attractive offering, clearly valued by the membership and the impact statistics are impressive.*





# memcom conference

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# ENGAGEMENT

# BEST MEMBER SUPPORT DURING COVID-19 - LARGE ORGANISATION



## WINNER: Royal Institute of British Architects, Covid Hub and Recovery Roadmap

*This award recognises the exceptional support organisations have provided to their members throughout the pandemic.*

### Judges' comments

“Our winner demonstrated a strong strategic approach to proactively supporting members during the onset of Covid, followed by impactful, wide-ranging, highly practical and valued solutions. The judges were particularly impressed by the strong evidence of member engagement achieved.”



RIBA  
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## HIGHLY COMMENDED

Royal Society of Chemistry,  
'Keeping the essential chemistry community moving during COVID-19'

### Judges' comments

“The organisation provided its global membership with good quality, widely based work, supported by strong testimonials.”

Royal College of Psychiatrists,  
Webinar: COVID-19: Supporting You

### Judges' comments

“The judges felt, the College provided a wide ranging response to support its members and the public, demonstrating strong member engagement, digital transformation and wellbeing support.”

# BEST MEMBER SUPPORT DURING COVID-19 - MEDIUM ORGANISATION

## WINNER: Chartered College of Teaching, Education in times of crisis

This award recognises the exceptional support organisations have provided to their members throughout the pandemic.

### Judges' comments

“Particularly impressive were the myriad of additional tailored services developed for members in response to the pandemic, which were innovative and of real practical use for their members, including the launch of their wellbeing text-messaging service and other resources.

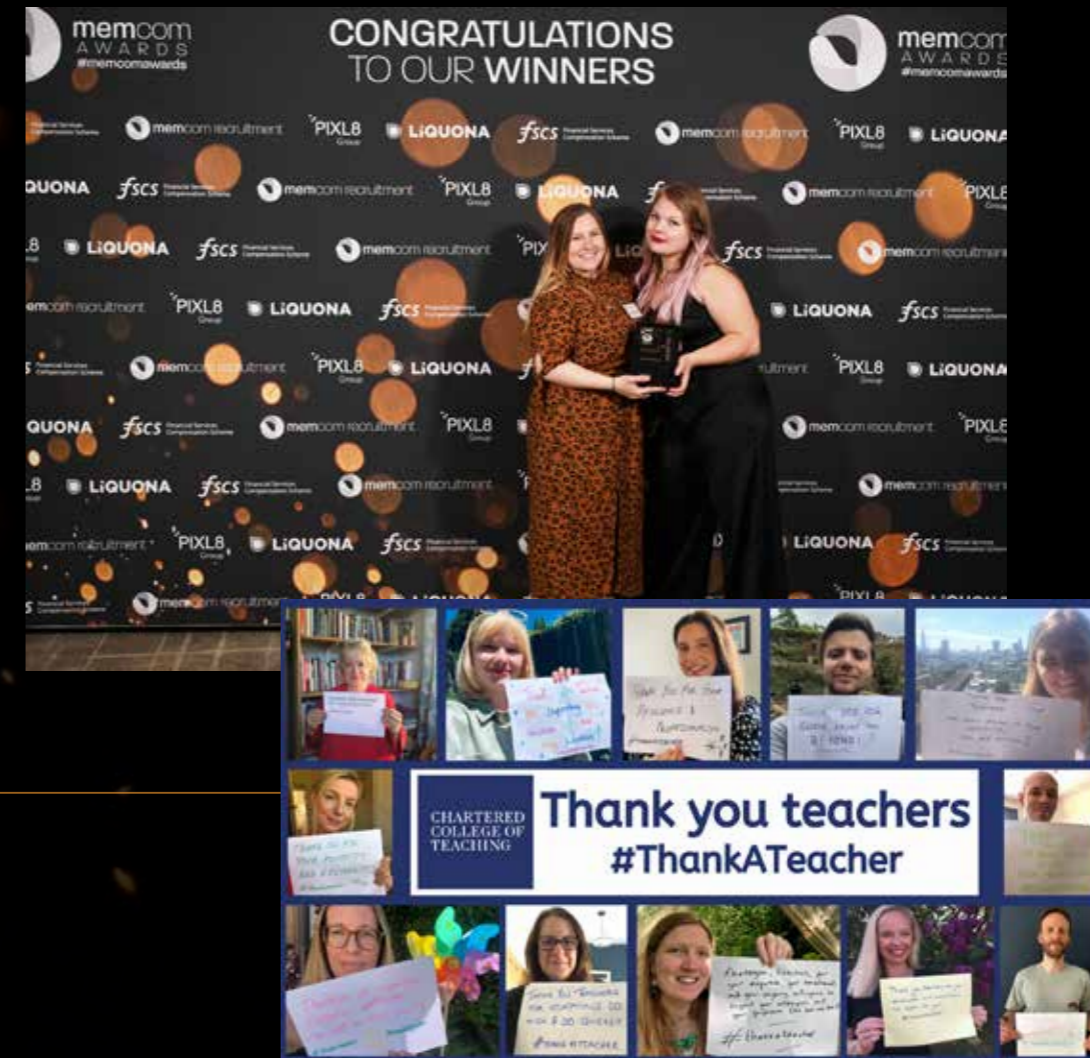
CHARTERED  
COLLEGE OF  
TEACHING

## HIGHLY COMMENDED

Chartered Society of Physiotherapy,  
Coronavirus support for Chartered Society of Physiotherapy members

### Judges' comments

“The judges were really impressed with the very comprehensive support to members, including a Covid hub; daily bulletin; increased online events; 7 days a week enquiry service and making “love calls” to volunteers.



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# BEST MEMBER SUPPORT DURING COVID-19 - SMALL ORGANISATION

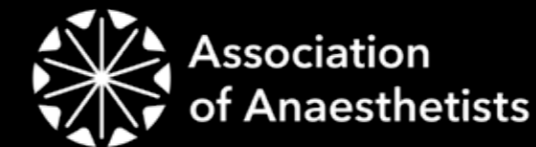
## **WINNER: Association of Anaesthetists, COVID-19 guidance and support for members**

*This award recognises the exceptional support organisations have provided to their members throughout the pandemic.*

Judges' comments

“ Their impressive COVID-19 portal generated 498K visits and 1.2 million page views from around the world. The judges were particularly impressed by the Association's offer of complimentary membership for retired anaesthetists returning to NHS work during the pandemic.

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## HIGHLY COMMENDED

British Association for Counselling and Psychotherapy,  
Member & Public Covid-19 response - Covid-19 Member Hub

Entered by: Redactive

Judges' comments

“ After quickly forming their Covid-19 Hub, this was viewed more than 500,000 times, and their lobby activities were impressive and well organised- clearly serving both members and wider society.

British Chiropractic Association,  
Best Member Support During Covid-19  
Judges' comments

“ The judges applauded the strong leadership shown by a small organisation who adeptly punch above their weight with a staff of 3. They were brave and bold in advising members to close when others didn't, intent to put member safety above member income.

Builders Merchants Federation,  
Getting merchants back to business  
Judges' comments

“ The BMF had a clear and well-defined strategy. 'Getting merchants back to business' is what they set out to do and exactly what they did, helping their members to quickly resume operations.

# BEST STUDENT ENGAGEMENT INITIATIVE

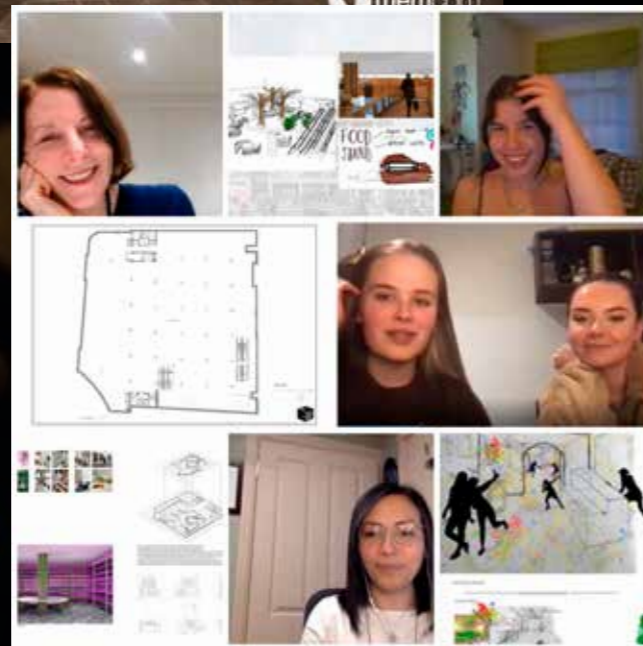


## WINNER: British Institute of Interior Design, BIID Student Design Challenge

This award recognises the role played by organisations in increasing engagement amongst students, junior members and young people.

### Judges' comments

“Providing a real-life design challenge helps to develop skills that are entirely relevant to professional practice. The popularity of this competition is evident through application numbers and is directly linked to recruitment of student members.”







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# BEST MEMBER ENGAGEMENT STRATEGY

**WINNER: Institute of Chartered Accountants in England and Wales, Member Communications and Content refresh and relaunch**

This award recognises that a strong membership engagement strategy is essential in securing commitment and support from your members and followers.

## Judges' comments

*The judges were impressed by the boldness and conviction of the work, illustrating a clear focus on the value proposition and a strengthening of the organisation's connection to its members.*



# BEST ANNUAL REPORT (PRINT OR DIGITAL)



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## **WINNER: Chartered Insurance Institute, Your CII: Building a United Profession, Chartered Insurance Institute Annual Report 2019**

Entered by: Redactive

This award recognises the effort and innovation which goes into making an annual report a must-read, rather than a simple legal requirement.

Judges' comments

*“A highly innovative and creative approach with clear objectives and feedback evidencing the outcome. By repurposing the content, the annual review moves from a static document to a dynamic content experience.”*

## HIGHLY COMMENDED

Whale and Dolphin Conservation, WDC Annual Review 2019

Entered by: Think

Judges' comments

*“The content takes the reader on a journey of discovery told in an enthralling story. Interesting graphics and dramatic photography contribute to a multi-use, compelling piece of collateral.”*

# BEST EQUALITY, DIVERSITY OR INCLUSION CAMPAIGN

## **WINNER: Chartered Management Institute, Moving the dial on race**

Entered by: Think

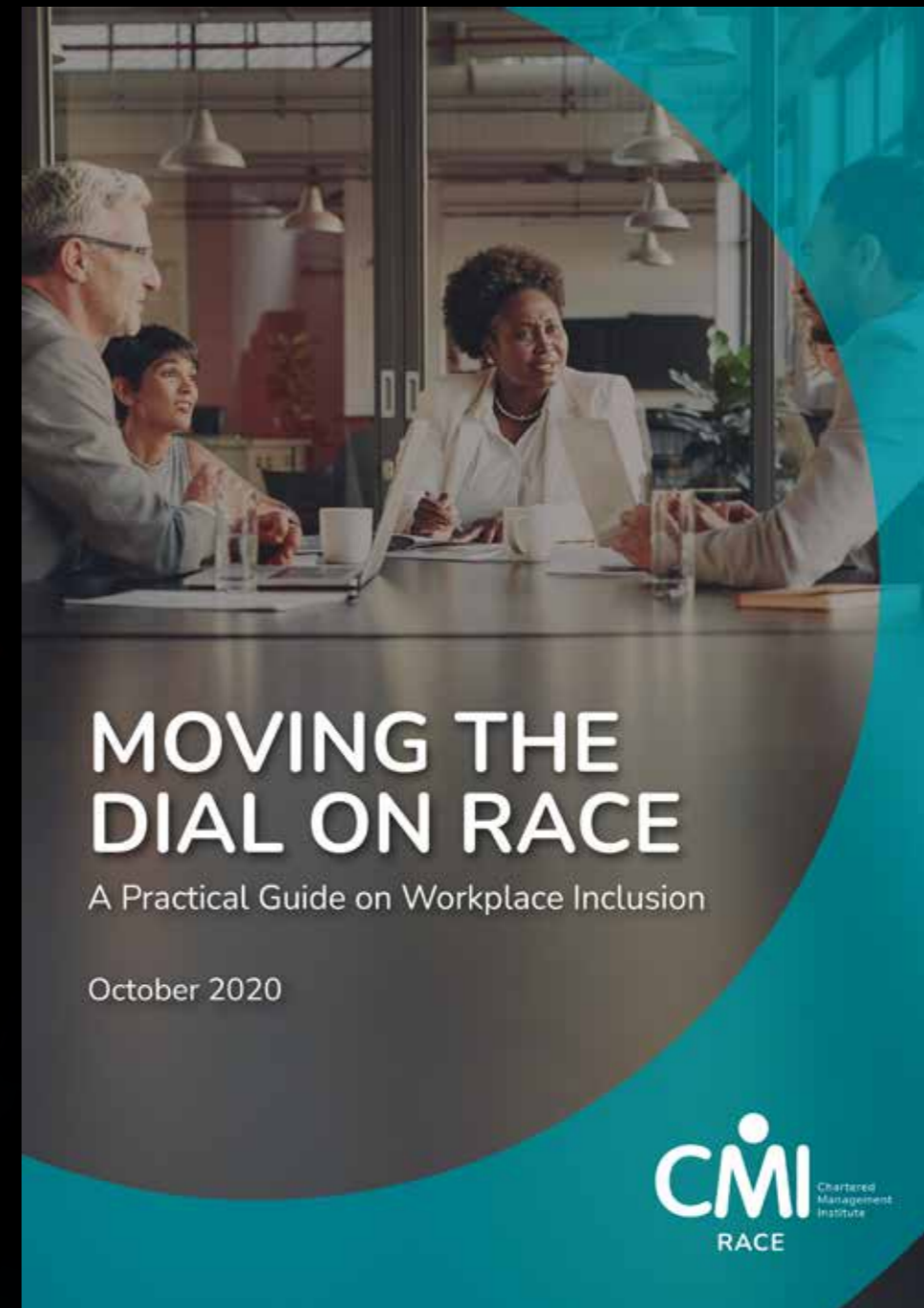
This award recognises the role played by organisations in promoting equality diversity and inclusion.

### Judges' comments

“The judges recognised an ambitious campaign. The resources produced are really helpful and accessible. Lots of channels were used to demonstrate their impact, which were clear and offered the opportunity for reflection.”



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# BEST SUSTAINABILITY INITIATIVE



## **WINNER: Foodservice Equipment Association, FEA Forest 2021 - offset your carbon footprint with the FEA**

This award recognises successful sustainable initiatives that have been taken in the past 12-18 months.

### Judges' comments

“The judges saw clear aims and targets which seem reasonable and clearly on track. Member engagement seems high with members, contributing to the target and they are on track for success!”



Information Involvement Influence

## BEST VIRTUAL / IN PERSON MEMBERSHIP EVENT OF THE YEAR - BEST CELEBRATION EVENT



### **WINNER: Royal College of Veterinary Surgeons, Honours & Awards 2020**

This award celebrates the hard work which goes into putting on world-class membership events.

#### Judges' comments



*The judges saw a good demonstration of creativity and the simplification of some clearly complex pieces of work. There was a good sense of inclusion, and the event produced some good results.*

### HIGHLY COMMENDED

Association of Corporate Treasurers,  
NOT the Annual Dinner

#### Judges' comments



*Great to see the level of impact was good and worth all the effort with an impressive engagement rate.*

# BEST VIRTUAL / IN PERSON MEMBERSHIP EVENT OF THE YEAR - BEST EDUCATIONAL EVENT (<1400 DELEGATES)



ICAS::

## WINNER: ICAS, CA Summit

This award celebrates the hard work which goes into putting on world-class membership events.

### Judges' comments

“The judges felt the event was clean, crisp and new! Thought provoking in the creative thinking, good use of bespoke brand identity and strong engagement with overseas members all led to this being declared the winning entry.”

## HIGHLY COMMENDED

Faculty of Pharmaceutical Medicine,  
FPM Annual Symposium 2020

### Judges' comments

“Very good execution, creativity and originality with bespoke artwork specifically for this event. There was clear evidence of impact, including testimonials and a good NPS score.”

# BEST VIRTUAL / IN PERSON MEMBERSHIP EVENT OF THE YEAR - BEST EDUCATIONAL EVENT (>1400 DELEGATES)



## WINNER: Royal College of Physicians, Medicine 2021

This award celebrates the hard work which goes into putting on world-class membership events.

### Judges' comments

“The judges were impressed how well this winning entry used innovative interpretations of the traditional live event to reach a large international audience as well as using the opportunity to address diversity and inclusion in their speaker line up.



## HIGHLY COMMENDED

Chartered Society of Physiotherapy,  
Virtual Physiotherapy UK  
Entered by: CPL  
Judges' comments

“Their innovative use of the platform is to be highly commended. Using avatars that could bump into each other, enabled spontaneous conversations - who would have thought you could go dancing and watch fireworks at a virtual event!



Royal College  
of Physicians

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DIGITAL

# BEST WEBSITE

**WINNER: Institute and Faculty of Actuaries,  
[www.theactuary.com](http://www.theactuary.com)**

This award celebrates the most impactful, effective and innovative websites in the membership sector.

Judges' comments

“The highly attractive design and impactful use of visuals caught the attention of the judges, who were impressed by the use of a global volunteer network to contribute to the development of the site, bringing together a variety of members and ideas.





# memcom membership

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- ◆ **1 free** entry to the memcom excellence awards\*
- ◆ **Exclusive discounts** on our specialist training and consultancy
- ◆ **Exclusive discounts** with our partnering service providers Matrix MSG, Chrysalis Digital and Liquona
- ◆ **Free access** to all memcom on-demand resources, which contains hours of high-level video content, professional 'how to' guides, research and more
- ◆ **Free 1-hour** career review session with memcom executive consultant.

\*for organisational members only.

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“

### 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.*

**Dariel Burdass, CEO**  
The Physiological Society

”

# BEST E-LEARNING / ONLINE EDUCATION INITIATIVE



## **WINNER: Royal College of Speech and Language Therapists, Creating the Communication Access UK online learning initiative**

This award recognises the most impactful online education services or training programmes, courses or events.

### Judges' comments

“The panel were particularly impressed with the way the winner used online learning to champion equality and inclusion in a thoughtful, creative and effective way.”



## HIGHLY COMMENDED

Royal Society of Chemistry,  
Inspiring and supporting the educators of tomorrow's scientists through the pandemic  
Judges' comments

“The panel was impressed by the speed with which the RSC team adopted an entirely new strategy to provide learning tools for teachers to work online with their pupils during lockdown. The global impact of the RSC's project demonstrates what can be achieved when an entire team focuses creatively on a new challenge.”

# BEST USE OF VIDEO, ANIMATION OR AUDIO



## **WINNER: Royal Society of Chemistry, Chemistry. Making the Difference**

Entered by: Mobas

This award recognises how the use of video, animation or audio has improved an area of your organisation for its users – whether they be members, charity supporters, employees or the general public.

### Judges' comments

“What an inspirational campaign and suite of video assets, the winner should be very proud. Personalising it at the next level, genuinely capturing the enthusiasm from your students for their chosen career. The use of the original score brought this to life, and the use of typography and clever use of 'try' in the strapline. Congratulations on this well deserved award.”

## HIGHLY COMMENDED

Association of Personal Injury Lawyers, Rebuilding Shattered Lives

Entered by: Think

### Judges' comments

“Clever narrative, good use of colours and graphics to support the good times and the dark times, especially the 'coming together' graphics combined to reflect the impact these professionals make. The 196,000 views is a big achievement, and we congratulate you on a powerful and emotive video.”

# BEST PODCAST



## WINNER: Chartered Institute of Patent Attorneys, Two IPs In A Pod

This award will recognise successful podcasts as an engagement tool – whether it be members, charity supporters, employees or the general public.

### Judges' comments

“The name of the podcast and the graphic to promote it were just brilliant, it immediately made us want to listen. The presenters have lots of energy and a real chemistry, it was easy going and lighthearted combined with really high quality content.”



## HIGHLY COMMENDED

Digital Marketing Institute,  
Ahead of the Game  
Judges' comments

“This was really nicely presented. Will Francis was a very good host with great energy and enthusiasm. The quality of production was excellent with a high degree of execution.”

# BEST USE OF DATA AND INSIGHT

## WINNER: ICAS, Understanding our Personas

This award recognises the best use of data and insight based on its impact.

Judges' comments

“This demonstrated clear evidence of how the use of insight can create a better understanding of members needs to improve their experience and educate the wider organisation as to who their members are and why differentiation matters. A good example of 'internal' insight.

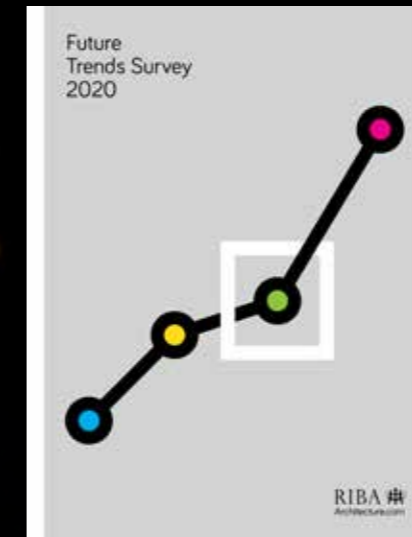


ICAS

## WINNER: Royal Institute of British Architects, RIBA Future Trends

Judges' comments

“A worthy entry which positions RIBA as an industry bell weather and relevant thought leader in its sector. The insight collected tells an important story and reinforces RIBA as a leading and authoritative source of sector trends, providing important insight for the wider business, political and economic community.



RIBA Architecture.com

# BEST USE OF TECHNOLOGY (INC BEST USE OF AN APP AND BEST USE OF AI)



**WINNER: Federation of Master Builders, Federation of Master Builders website**

Entered by: Pixl8

This award celebrates the best use of technology to transform an organisation, event or department.

Judges' comments

*The judges felt this was a great example of tackling a complex overhaul of 5 legacy systems and of a digital transformation that directly targets and impacts the strategic goals of the whole organisation. Really strong statistics and a great project.*



## HIGHLY COMMENDED

The 2020 World Biomaterials Congress, MCI Group, ExpoPlatform

Entered by: MCI Group

Judges' comments

*An innovative approach to taking the conference online, with creative use of technology and AI to enhance the delegate experience. The feedback statistics were impressive.*

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*Chrysalis*  
DIGITAL



PEOPLE

# EDITOR OF THE YEAR

**WINNER: Ceri Jones (CIPS Supply Management magazine)**

Entered by: Haymarket Media Group

This award recognises outstanding editorial control and content management in either a new or existing publication.

Judges' comments

“Taking up her role at the beginning of the pandemic Ceri has demonstrated resilience and agility, galvanising her team and implementing a successful strategic plan.”

## SUPPLY MANAGEMENT

haymarket




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# TEAM OF THE YEAR (MEMBERSHIP ORGANISATION)



 **CharityComms**

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## **WINNER: CharityComms, Entire team**

This award recognises how a team's collaborative, inclusive and strategic approach has helped to transform an organisation.

Judges' comments

“ Extensive engagement with members, innovative partnerships and with clear goals evidenced, he judges were particularly impressed with the #meetafreelancer campaign and resulting evidence of impact.

## HIGHLY COMMENDED

Institution of Structural Engineers,  
Events & Training Team  
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.



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AGENCY**

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social, animation, VR

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# AGENCY OR SUPPLIER TEAM OF THE YEAR

## WINNER: Cantarus

Entered by: Cantarus

This award recognises excellence from an Agency Team who have demonstrated impact with a membership organisation.

Judges' comments

*The winner has shown resilience, agility and innovation over the past year, demonstrated by their launch of a new community platform which has enabled a range of customers to support their members during this challenging period.*

## CANTARUS

### HIGHLY COMMENDED

Century One

Entered by: Century One

Judges' comments

*An impressive resilience and customer focus with clear strategic vision and agility enabled many successes for both CenturyOne and their clients.*



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# OUTSTANDING CONTRIBUTION TO A MEMBERSHIP ORGANISATION

## **WINNER: Chartered Institute of Patent Attorneys, Frances Bleach**

This award recognises an individual who has made an outstanding contribution to a membership organisation.

Judges' comments

“The CEO's pride shone through with an articulate account of the value that Fran brings, not only to the organisation but to the wider membership.”

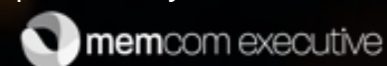
## HIGHLY COMMENDED

Chartered Institution of Wastes Management, Pat Jennings

Judges' comments

“Pat has shown the importance of bringing people together and solidifying connections between a community that needed to work together during a time of crisis.”

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THE CHARTERED  
INSTITUTE OF  
PATENT ATTORNEYS

# BEST MENTAL HEALTH AND WELLBEING SUPPORT

## **WINNER: Royal College of Physicians, Cultural Transition: wellbeing programme**

This award recognises how organisations have supported employees and / or their members by promoting wellbeing and good mental health at work.

### Judges' comments

*A really innovative, holistic and comprehensive programme led from the top and embedded throughout the organisation. The sheer range of initiatives is very impressive and has been very well executed. It was great to see such creativity and elements of fun woven in.*

## HIGHLY COMMENDED

Chartered Institute of Procurement and Supply  
Judges' comments

*Great to see the personal involvement of the CEO and the drive to make wellbeing inclusive e.g. through BSL interpreter support. The Wellness Centre sounds like a great resource.*



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# MEMBERSHIP ORGANISATION OF THE YEAR

## **WINNER: Association of Independent Professionals and the Self-employed**

This award honors membership organisations who have gone above and beyond in their service to their members, the profession they represent and society as a whole.

Judges' comments



*The judges were impressed by their ability to deliver core business in difficult times, while simultaneously widening the participation of its members, and delivering direct, measurable impact at the highest levels of government.*

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

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## HIGHLY COMMENDED

British Institute of Radiology  
Judges' comments



*It was impressive to see the excellent results after responding to recent challenges, with revenues, member engagement, and staff motivation all demonstrably higher by the end of a very successful year.*




The Financial Services Compensation Scheme (FSCS) helps people get back on track by protecting them when authorised financial services firms fail.

It has been a transformational year.

Against a backdrop of increasing claims volumes, complexity, and COVID-19, we have still continued to deliver an outstanding service to our customers and increase the engagement of our employees.

A huge congratulations to all of the nominees and winners.

**fscs** Financial Services Compensation Scheme

# THE MEMCOM CEO LEADERSHIP AWARD



## WINNER: British Institute of Radiology, Simon Thompson

This award recognises a CEO who has provided outstanding leadership and demonstrated how an organisation has advanced under their leadership, having an impact on not just their organisation but for public benefit.

### Judges' comments

“Since his appointment in 2017, Simon has led on the transformation of the BIR, an organisation that was facing serious financial challenges, to one with record levels of income, a healthy surplus, record membership, and growing domestic and international influence. Simon ensured that the BIR demonstrated its value during the pandemic, producing the first global conference on COVID-19 imaging in March 2020, whilst also successfully campaigning for better PPE for radiographers and sonographers, and in 2021 for vaccinations for non-NHS staff working in high risk areas of hospitals. In late 2020, 77% of BIR volunteers said that the organisation's overall reputation had improved, and 90% said the quality of its education provision had been enhanced.”



## HIGHLY COMMENDED

Chartered Institution of Wastes Management,  
Sarah Poulter

### Judges' comments

“Over the last two years, Sarah has led on the transformation and modernisation of the Chartered Institution of Wastes Management, with a massively reduced carbon impact and a far happier membership. As part of her modernisation agenda, she spearheaded the CIWM's office move, as well as the formation of a members' Council in order to facilitate regular feedback from members to the organisation.”

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**fscs** Financial Services  
Compensation Scheme

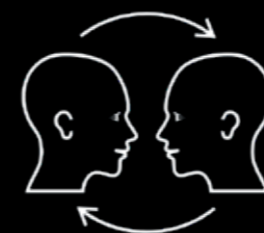
**BIR**  
The British  
Institute of  
Radiology

# GRAND PRIX



## **WINNER: Royal College of Speech and Language Therapists**

Each year, the judges decide which organisation has distinguished itself from its peers through a combination of creative and innovative approaches and this organisation is awarded the memcom Grand Prix.





# THANK YOU

The memcom team would like to extend a huge thank you to everyone involved in making these awards a success – everyone who took the time to enter an award, our sponsors and partners and all members of our judging panels.

Nominations for the 2022 awards open in autumn 2021 and for more details please visit [www.memcom.org.uk/awards](http://www.memcom.org.uk/awards).

**Alex Skinner**  
CEO, Pixl8 Group

**Andy Burman**  
CEO, British Dietetic Association (BDA)

**Caroline Gumble**  
CEO, Chartered Institute of Building (CIOB)

**Chris Daly**  
CEO, The Chartered Institute of Marketing (CIM)

**Claire Angus**  
Director of Membership Services  
College of Podiatrists (CoP)

**David D'Souza**  
Membership Director, CIPD

**David Hughes**  
CEO, Association of Colleges

**Diane Lightfoot**  
CEO, Business Disability Forum

**Emma Wilcox**  
Chief Executive, Society for the Environment

**Fran Ohene-Djan**  
Head of People, UK Active

**Gordon Miles**  
CEO, Royal College of Emergency Medicine

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

**Jane Frost**  
CEO, Market Research Society

**Jo Revill**  
CEO, Royal College of Paediatrics  
and Child Health (RCPCH)

**John Macey**  
Director of HR, British Medical Association  
(BMA)

**John Mark Williams**  
CEO, Institute of Leadership & Management

**Jonathan Brüün**  
CEO, Royal College of Anaesthetists

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

**Karin Pappenheim**  
Executive Director, Association  
of Anaesthetists

**Kathy Evans**  
Chief Executive, Royal College of  
Ophthalmologists (RCOphth)

**Linda Asamoah**  
Head of People, Royal College of  
Physicians

**Mandy Pearse**  
CIPR President 2021 (Director), CIPR  
(Seashell Communications)

**Mark Stevens**  
Client Relationship Director, Liquona

**Matt Day**  
Co-Founder & Creative Director, Liquona

**Nick Pahl**  
CEO, Society of Occupational Medicine

**Oliver Reichardt**  
CEO, Royal College of Radiologists

# THANK YOU

**Paul Fletcher**

CEO, BCS, The Chartered Institute for IT

**Paul Rees**

CEO, Royal College of Psychiatrists

**Pearl Mensah**

Director of Membership and Professional Standards, Royal Aeronautical Society

**Phil Hall**

Head of Public Affairs & Public Policy, Association of Accounting Technicians (AAT)

**Phil Westcott**

Co to CEO, Filament AI

**Richard Evans**

CEO, Society of Radiographers

**Richard Hearn**

Consultant, Members Matters

**Rob Yeldham**

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

**Sarah Robertson**

Director of Education and Professional Practice, PRoyal Society of Chemistry

**Simon Thompson**

CEO, British Institute Of Radiology

**Stephanie Richardson**

Membership & Development Consultant

**Sue Percy**

CEO, Chartered Institution of Highways & Transportation

**Suzanne Peck**

Managing Director, Sequel Group

**Tom Grinyer**

Group Chief Executive Officer, British Medical Association (BMA)

**Tracey Bleakley**

CEO, Help the Hospices

**Tracy Nicholls**

CEO, College of Paramedics

**Valerie Vaughan-Dick**

CEO, RCGP

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