



20/20

MEMBERSHIP
EXCELLENCE
AWARDS

#memcom20



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 30+ specialist 2020 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. Although we weren't able to have the legendary memcom awards dinner this year, we were proud to be one of the first to offer a live streamed awards ceremony from Liquona's studios in Surrey. Compered by the effervescent Lucy George and Mark Stevens, it was heartening to see so many of you joining in the celebrations from your virtual rooms and sharing your successes on Twitter.

We'd like to say a huge thank you to our Headline Awards Partner, the Financial Services Compensation Scheme. We'd also like to give a special mention to our headline partner Liquona for their support in the production of these awards, and for loaning us their wonderful studio and team in Surrey - and also for jointly creating the collateral for this event with Sequel Group. Finally, we'd like to recognise our other headline partner, Pixl8 Group, for their ongoing support, as well as all of the memcom sponsors and partners.

We'll be featuring articles and case studies from our 2020 trophy winners on our blog, podcast and through our events programme – take a look for inspiration and take-away tips.

This booklet has been put together as a tribute to all our highly commended and winning entrants. Congratulations to every organisation featured – you are all truly inspirational. Whether you're a 2020 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 in 2019/20.

Debbie Hockham and Julian Smith
co-memcom Directors

join memcom today...



events & training

Learn from industry experts and connect with your peers to tackle the biggest issues facing the sector.



membership community

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



recruitment & outplacement

Discover the latest career opportunities, find your perfect candidate, and benefit from highly experienced HR professionals.



research & consultancy

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



tailored services for the membership sector

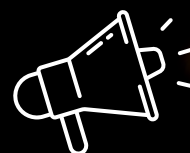
Visit www.memcom.org.uk or contact Debbie@memcom.org.uk

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



ColenzoJarrettThorpe @only1colenzojt · Sep 23

Congratulations to @CommPrac from all of us @Unite_CPHVA @UniteinHealth @Unite_MHNA for your victory in #memcom20 long May you continue to advocate for our #communitypractitioner members and credit to all those members working each day. Respect to @GavinFergie & @WeAreRedactive



CommPrac @CommPrac · Sep 17

We won! Best magazine for a membership organisation. Feeling very excited and proud. Thank you to all the amazing members who have contributed to the journal, past, present and future. Your professional journal is now award winning! #memcom20

WINNER: Unite, Community Practitioner

Entered by: Redactive

This award recognises excellence in magazine or publication design for your members, supporters or subscribers and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“This magazine has had new life injected through a refresh of content and design. Really great to see how the impact of the re-launch has been consolidated, great imagery and treatment of sensitive topics, magazine clearly well thought of by a diverse community.”

HIGHLY COMMENDED

Royal Institute of British Architects,
The RIBA Journal

Judges' comments

“Clearly well thought of. Clear and strong voice for a distinctive audience, tackles bigger issues and includes lots of member voice for a stronger impact- for example McEwan prize which is a great initiative. As appropriate for this audience this is a well designed and thoughtful publication.”

Royal Society of Arts, RSA Journal

Entered by: Wardour

Judges' comments

“Bold claims about creating a magazine that sparks discourse and discussion is backed up by this engaging publication. Very clear objectives and strong evidence of achieving impact. Excellent design and execution for this diverse audience.”

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

WINNER: Institute of Biomedical Science, The Biomedical Scientist

Entered by: Redactive

This award recognises excellence in magazine or publication design for your members, supporters or subscribers and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“Continues to inspire and promote excitement in this specialist profession; good balance of longer reads and short format information. Design will appeal to the audience. Average read time is excellent considering the busy, on the go audience and it is encouraging that the data is so recent.”

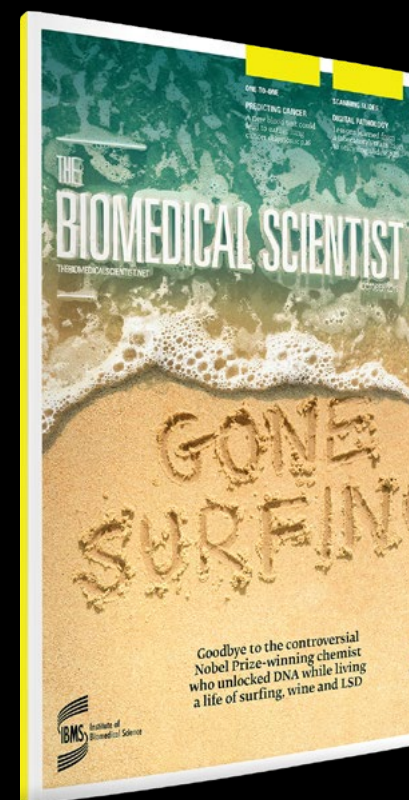
HIGHLY COMMENDED

Chartered Institute of Environmental Health, Environmental Health News (EHN)

Entered by: Think

Judges' comments

“Great to see recognition of the magazine's position within the organisation's whole communications strategy. Impressive performance improvements. The treatment of the content helps the audience feel part of the community. Factual and useful.”



Chartered Institute of Environmental Health @The_CIEH · Sep 18

We're delighted that our member magazine #EHN was highly commended in the 'Best Magazine for a Professional Association or Membership Organisation < 20K circulation' category at the 2020 @memcomUK membership excellence awards! #memcom20

Sponsored by





THE CREATIVE CONTENT PRODUCTION AGENCY

Video,
streaming,
animation,
social,
VR

GET IT LICKED



 **LIQUONA.COM**

Congratulations  mobile Clients

WINNER
2020 memcom
MEMBERSHIP
EXCELLENCE
AWARDS

**HIGHLY
COMMEDED**
2020 memcom
MEMBERSHIP
EXCELLENCE
AWARDS

Membership Event of the Year
(Less than 400 attendees)

 **Railway Industry
Association**

Best Use of an App

ASCO AMERICAN SOCIETY OF
CLINICAL ONCOLOGY

**MEMCOM EXCELLENCE
AWARDS 2020**

rdmobile.com

BEST MAGAZINE LAUNCH OR RE-LAUNCH

MEMCOM AWARDS 2020
Category 3: Launch of the Year
Project: Circular magazine
Client: Chartered Institution of Wastes Management
Agency: CPL

Circular – a new magazine for CIWM

- Designed to innovate
- A high-profile content brand for the circular economy
- Audience – waste and resources professionals
- Environmentally friendly design
- 100% recycled paper
- Reduced frequency to reduce environmental impact
- 'Naked' mailing reduces waste



“Circular is a great example of a plan coming together. Our member magazine has been transformed to precisely deliver what people in the modern resource and waste management sector want, and to reflect the brand values of CIWM.”
 Paul Sloggett, head of member engagement, CIWM



The RCM @MidwivesRCM · Sep 19
 So proud to have been highly commended at #memcom20 for the relaunch of @Midwivesmag. Such an important way to stay in touch with our members and the only magazine available that is all about maternity care and the fantastic #midwives and #MSWs who deliver it

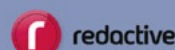


Redactive @WeAreRedactive · Sep 17
 Congratulations to @Midwivesmag for the highly commended 'Best magazine launch or re-launch'! #Memcom20 @MidwivesRCM

HIGHLY COMMENDED Best Magazine Launch or Re-launch
 Midwives magazine for Royal College of Midwives



midwives



82% increase in session duration

42% increase in pages per session

13% increase in new visitors

40% decrease in bounce rate

Sponsored by



insight
content
technology

WINNER: Chartered Institution of Wastes Management, Circular

Entered by: CPL

This award recognises excellence in magazine or publication design for your members, supporters or subscribers and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“With an extremely high standard of entries the judges felt that CIWM submission was the exceptional winner. They had clearly articulated a well thought out strategy with the environment at its heart by effectively reducing wastage. The naked approach to distribution provides a synergy with the core mission. More importantly, this was a good example of member consultation about the changes. The multi-platform approach delivered not just a stunning magazine but a content and knowledge experience. The use of member touch points to gather evidence of impact was effective and supported the objectives.”

HIGHLY COMMENDED

Royal College of Midwives, Midwives

Entered by: Redactive

Judges' comments

“In this highly competitive category the judges agreed that the RCM submission 'Midwives' was a very worthy highly commended entry. Member focus groups were crucial to understanding the wants and needs of the diverse audience demographic. The strongly defined strategy aligns with RCM objectives in articulating how it both supports its members and tackles key issues affecting their working lives in a clearly signposted format. Midwives is now a relevant and well used resource evidenced by the gathering of data through reader surveys: it has truly become a 'magazine for members by members.'”



MARKETING AND COMMUNICATIONS

BEST CAMPAIGN ON A SHOESTRING

WINNER: Royal College of General Practitioners, Parkrun Practice

This award recognises the investment of time and effort which goes into making a low-budget campaign with considerable impact and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

It is rare to see a campaign delivering such tremendous results for such a small outlay. The campaign to get GPs and their patients to sign up to the Park Run Challenge has delivered an outstanding response, as well as contributing to the well-being of everyone involved. Well-judged, well-executed and well-received."

HIGHLY COMMENDED

Royal Statistical Society, Statistics of the Decade
Judges' comments

The public may often think of statistics as dry and dull, but this campaign really brought the topic to life, engaging audiences nationally with a quiz and other tools and making highly effective use of a range of media. The initiative has made an important contribution to delivering the objects of the royal charter."

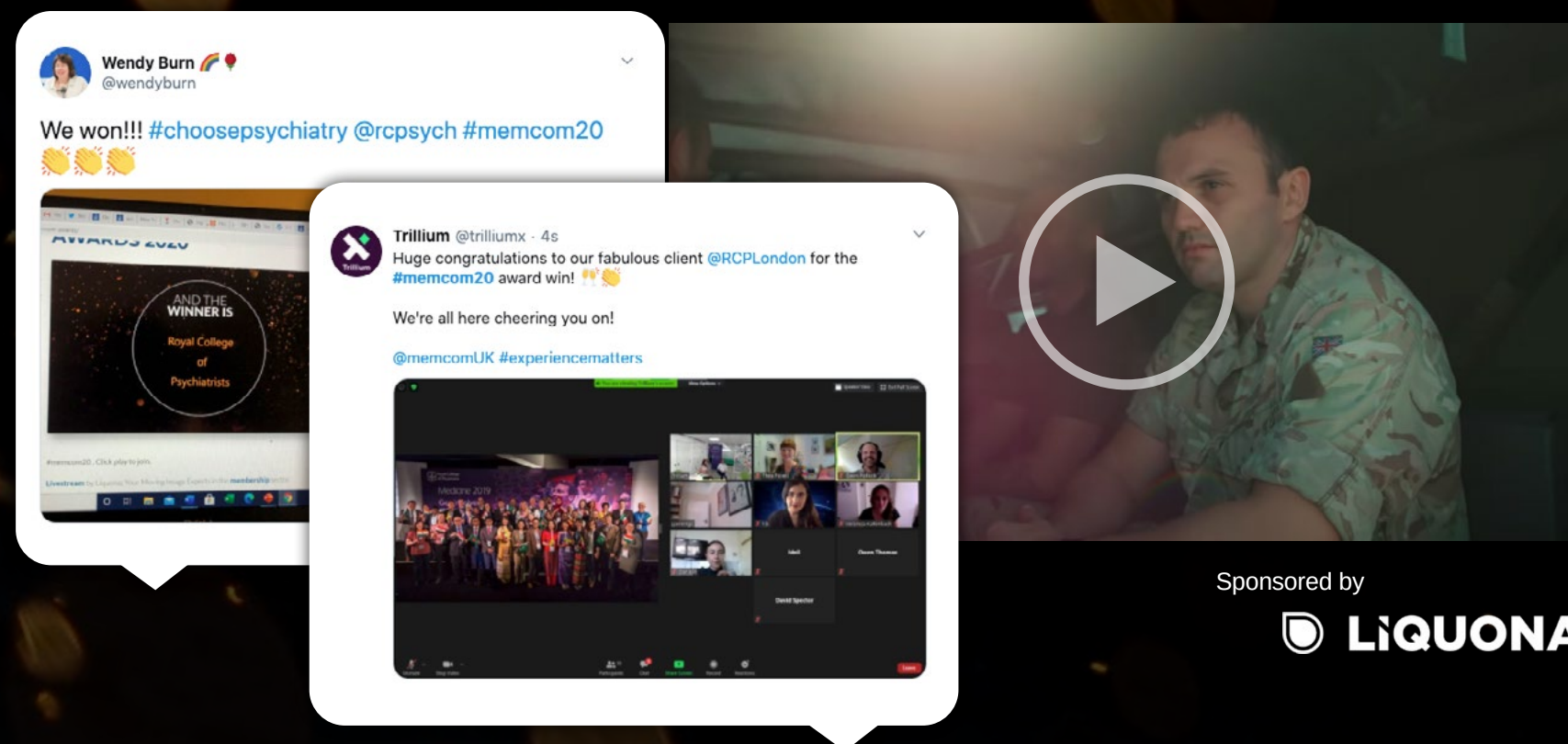


“Almost every day I invite my patients to come to parkrun. I've had successes with people with anxiety, depression, diabetes and heart disease as well as those who want to improve their blood pressure or get fitter. It's a win-win situation for my patients and the NHS. My patients are healthier, happier and on fewer medications, and the NHS saves a fortune on unnecessary drugs and dealing with their side effects.”

Dr Simon Tobin



BEST INTEGRATED MARKETING OR MEMBERSHIP CAMPAIGN



WINNER: Royal College of Psychiatrists, Choose Psychiatry

This award recognises the creativity and inspiration it takes to deliver a strong marketing or membership campaign through a range of channels and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“The Royal College of Psychiatrists was faced with a really serious and pressing need that was leaving the public without the health support they needed. The campaign built to meet this challenge used a carefully-calibrated mix of tactics to deliver outstanding results, measured in the rapid turnaround in the number of people signing up for training places. A great result for the RCP team and a great result for the profession and the public too.”

HIGHLY COMMENDED

Institute and Faculty of Actuaries, Data Science; the future of the actuarial profession?

Judges' comments

“Getting members to engage with highly technical content is always a challenge, and selling specialist qualifications is not easy in a fragile market. The IFoA met this head on, bringing together video, social media and a range of content to bring to topic alive and really stimulate interest, ensuring that the new qualification launch was a great success and the objectives were clearly achieved.”

Institution of Civil Engineers, ICE Academic Partnership programme

Judges' comments

“Persuading graduates to join their professional body is a major challenge in many sectors, but the ICE has taken this challenge on and met it very effectively. The mix of tactics and approaches deployed has proved highly effective at encouraging people to join, and making the campaign pay for itself in year one is an achievement to be genuinely proud of.”



BEST SOCIAL MEDIA CAMPAIGN

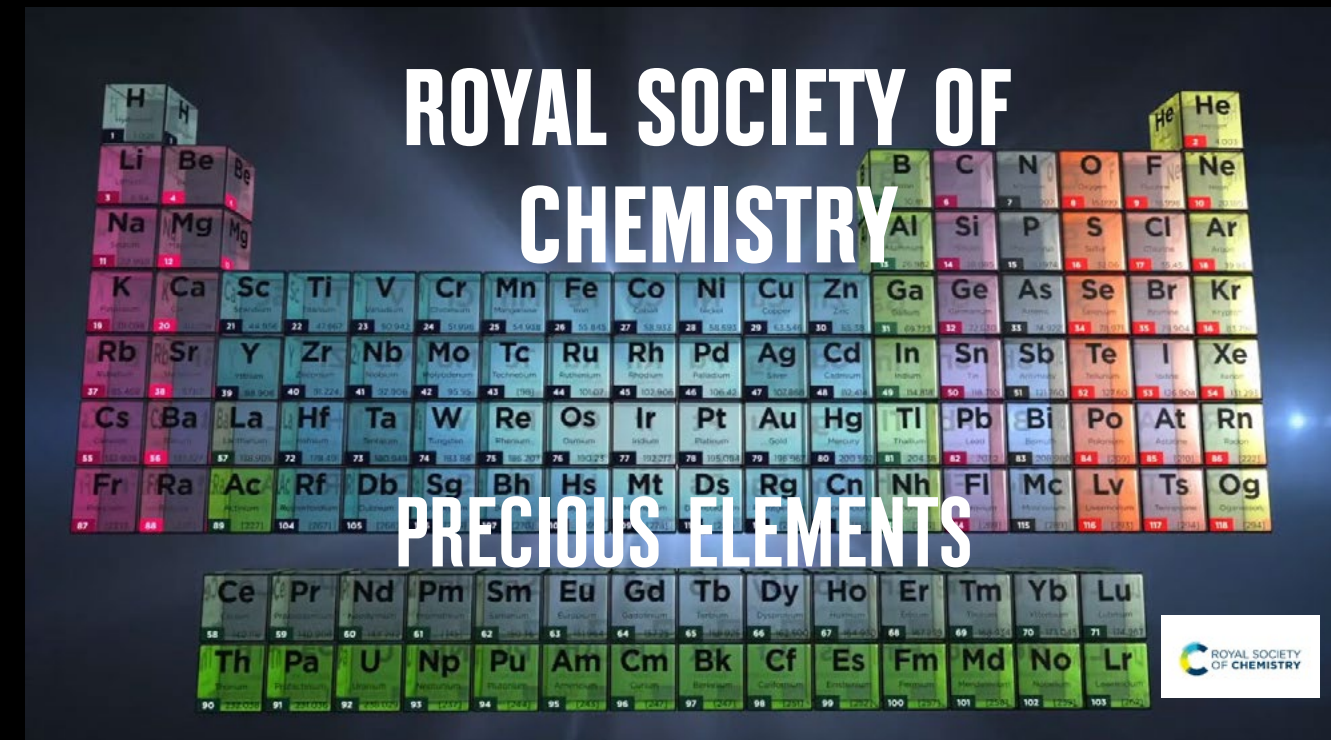
WINNER: Royal Society of Chemistry, #IYPT2019

Entered by: Weber Shandwick

This award recognises the creativity and inspiration it takes to deliver a strong social media campaign and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations. There should be clear objectives and demonstrable impact added from the channels employed in the campaign.

Judges' comments

“The standard of entries this year was extremely high which made the judging very challenging. However, the Royal Society of Chemistry justly deserves this award for best social media campaign to raise the profile of the International Year of the Periodic Table. They very creatively linked a niche chemical topic to sustainability by highlighting the amount of precious and rare elements locked away in our redundant hand held devices. The campaign had a clear strategy to raise the profile of #IYPT2019, effectively used partners, and was creatively executed, engaging and demonstrated the impact of this approach in terms of outputs.”



HIGHLY COMMENDED

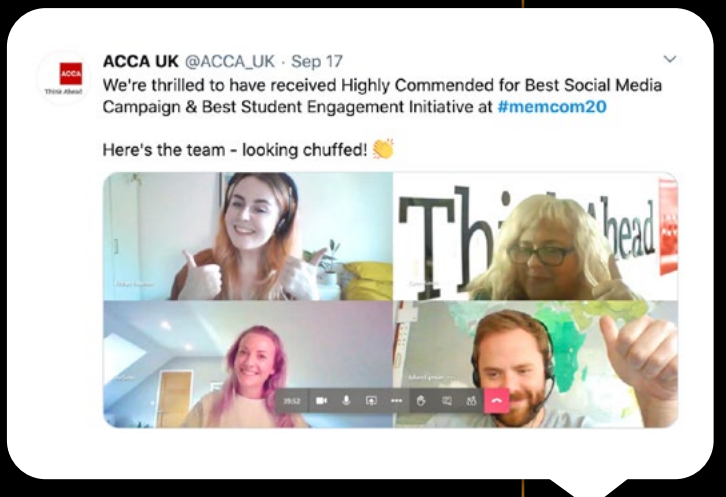
Association for Project Management, Make Change Happen

Judges' comments

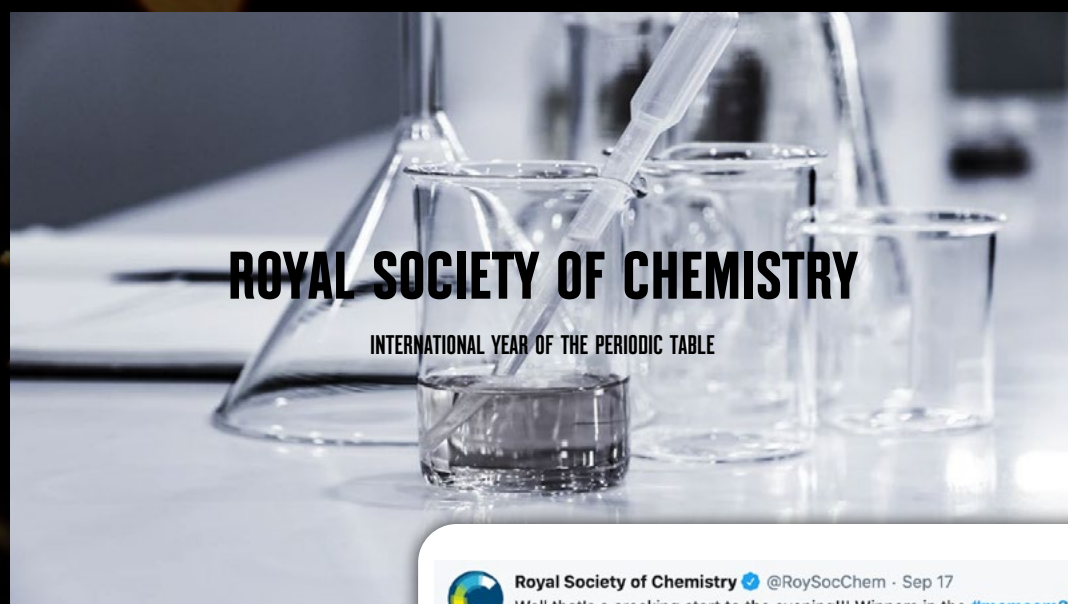
“This inspiring campaign has created a future talent pool of professionals. The judges particularly loved the YouTube video and the creative focus on multi-disciplines of this profession and its creative approach.”

Association of Chartered Certified Accountants, Using disruptive marketing to flip the script: an innovative approach to engage young audiences
Judges' comments

“This highly creative campaign to engage with Generation Z focused on positioning this established profession as an exciting and impactful career choice. The judges noted the clever use of social media platforms and the use of influencers to carry the message.”



BEST PUBLIC AWARENESS CAMPAIGN OR ADVANCEMENT OF A CAUSE



Sponsored by



WINNER: Royal College of Chemistry, #IYPT2019

Entered by: Weber Shandwick

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 judges were amazed with the success and long lasting impact this campaign has had and will continue to have in the future. We were incredibly impressed with how highly creative the campaign was to change consumer behaviour and engage with a diverse target audience making the issue of precious elements relevant to all. A thoroughly remarkable campaign that will continue to have a positive legacy."

HIGHLY COMMENDED

Chartered Institute of Public Relations, Influence Mental Health Campaign

Entered by: Think

Judges' comments

"This campaign using real life case studies and industry insights creatively, addressed a significant change to a highly important issue the profession faces with clear objectives and a well thought out strategy."



BEST EMAIL NEWSLETTER

WINNER: Institute and Faculty of Actuaries, IFoA Members Newsletter

This award recognises excellence in email newsletter content and design for your members, supporters or subscribers and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations. Winning entries are likely to be interesting and informative, well designed and fully compliant with GDPR.

Judges' comments

“Keeping members at the heart, this organisation boldly moved from 25 different e-newsletters to just one by making good use of dynamic and personalised content. The impressive metrics show that their members were particularly excited.”

HIGHLY COMMENDED

National Landlords Association, UK Landlord
Entered by: Think
Judges' comments

“The e-newsletter was part of a wider organisation change, looking at the way they thought about communications and deciding to move to a content-first, channel-second approach. The new e-newsletter presented a fresh, new, modern style for the organisation. As well as providing interesting news and content, the new e-newsletter also aims to make an emotional connection with members. The data shows that the new format is working well with click-to-open rate of at least 30% for 10 editions in 2019 and in December 2019 saw a record breaking 52% click-to-open rate.”






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 so we're delighted to be recognised in this year's memcom awards.

A huge congratulations to all of the other nominees and winners.

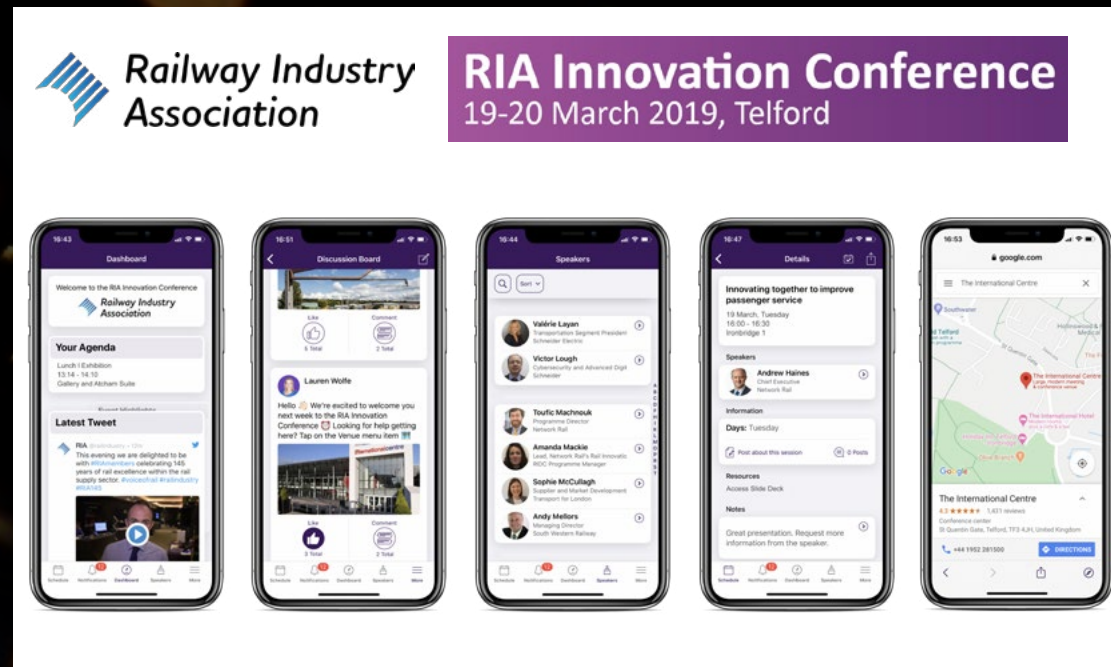
fscs Financial Services Compensation Scheme



ENGAGEMENT



MEMBERSHIP EVENT OF THE YEAR <400



WINNER: Railway Industry Association, RIA Innovation Conference 2019

Entered by: RD Mobile

This award celebrates the hard work which goes into putting on world-class membership events (<400) and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“An event that stands out as one with clearly defined goals, a high level of creativity and clear evidence of the event's ongoing impact. The event has developed an impressive track record over the past 11 years, with delegate numbers rising by over 300%. The event had a focused theme which was deployed successfully across the event, which not only helped to drive the agenda, but furthermore transformed the conference from being not just an event, but a 'happening'. Good uptake of the app and social media engagement was well evidenced. The application shared persuasive qualitative feedback from members and a strong satisfaction survey data. The ability to make a profit from the event shows a well organised approach. Clearly a robust and well managed conference which is truly setting the agenda in the sector.”

HIGHLY COMMENDED

British Parking Association, BPA Annual Conference 2019: Game Changer
Judges' comments

“The organisers have met the difficult challenge of delivering an aspirational and overhauled conference which would attract new attendees, whilst not alienating the delegates and partners who usually engage. Feedback from the delegates provides evidence that this balance has been met. The strong input from female speakers, further changed the face of this event and the way that the entire sector is perceived. Inspirational and worthy of recognition.”

Proprietary Association of Great Britain and Chance Organisation,
PAGB Centenary Gala Event
Judges' comments

“The highly creative, innovative and ambitious approach to this event makes it well worthy of commendation. The thoughtful touches and attention to detail were fantastic, for example the table arrangements which featured willow bark from which aspirin is made (an early OTC medicine). The key objectives to celebrate, inspire and unite the membership shine through in the event that a small internal team were able to put together for attendees. Strong use of creative moving image further added to the rich variety and a sense of history at the event, fitting for a centenary gala.”



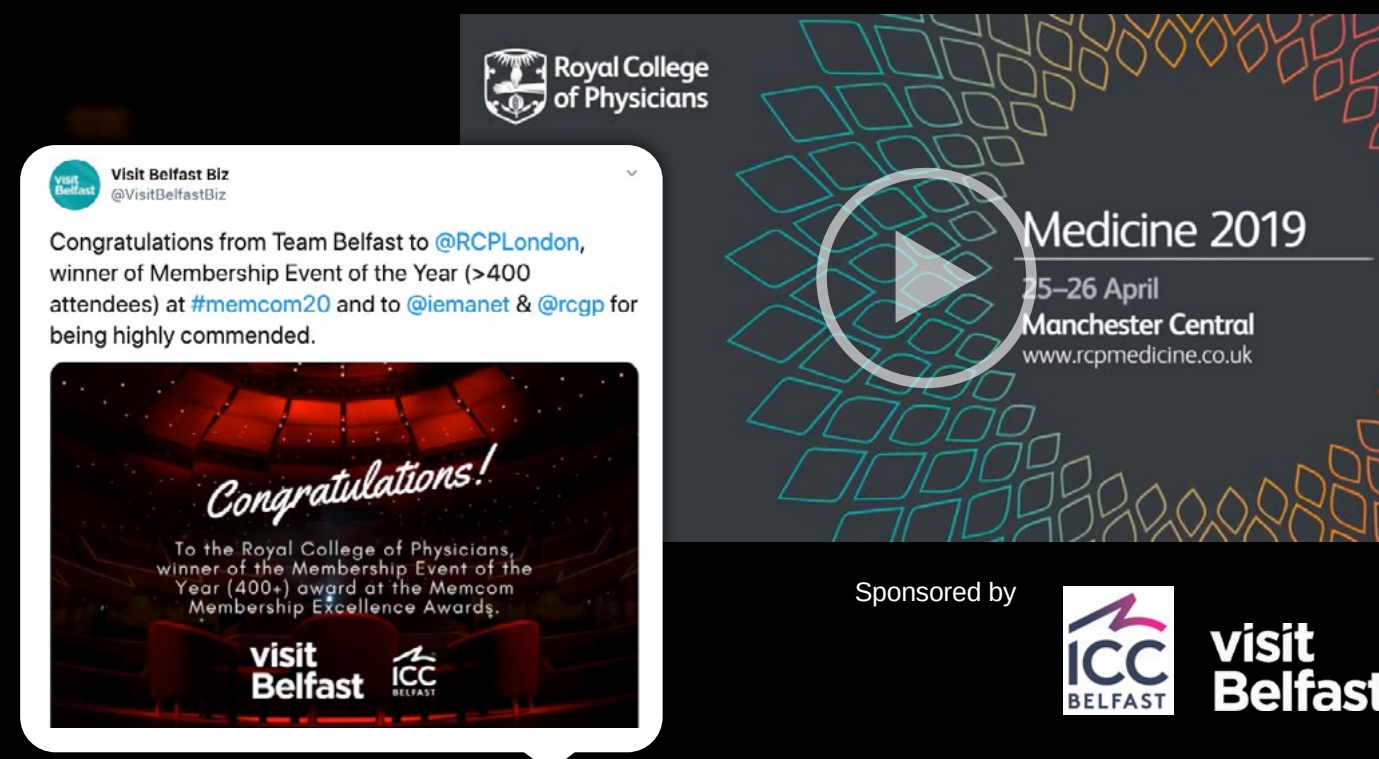
MEMBERSHIP EVENT OF THE YEAR >400

WINNER: Royal College of Physicians, Medicine 2019

This award celebrates the hard work which goes into putting on world-class membership events (>400) and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“Although this event was in its 5th year, this was the first time it was delivered by a new and solely internal team and the judges were hugely impressed with the delivery and successful results. In particular, how in Medicine 2019 attention was paid to ensure the diversity and inclusion across the range of speakers and panels. The refreshed approach utilised persona insights to effectively target and maximise attendance, and created an agenda covering 29 specialities that combined policy vision with professional learning. The event team took the initiative to quickly build on the success of 2019 to launch ticket sales for Medicine 2020. All round, a good, innovative event coordinated by a proactive team, leading to excellent feedback from members and delegates.”



HIGHLY COMMENDED

Institute of Environmental Management and Assessment, IEMA Sustainability

Impact Awards 2019

Entered by: Redactive

Judges' comments

“The judges recognised the challenge to create an awards event that differentiates itself from others. The team at the Institute of Environmental Management & Assessment (IEMA) set clear and ambitious objectives for their 2019 awards. Concerns for the environment and sustainability, which are fundamental to the IEMA and their members, are intertwined with every aspect of this event. With a clear 3 year business model, the event exceeded all expectations on income, award submissions and delegate numbers.”

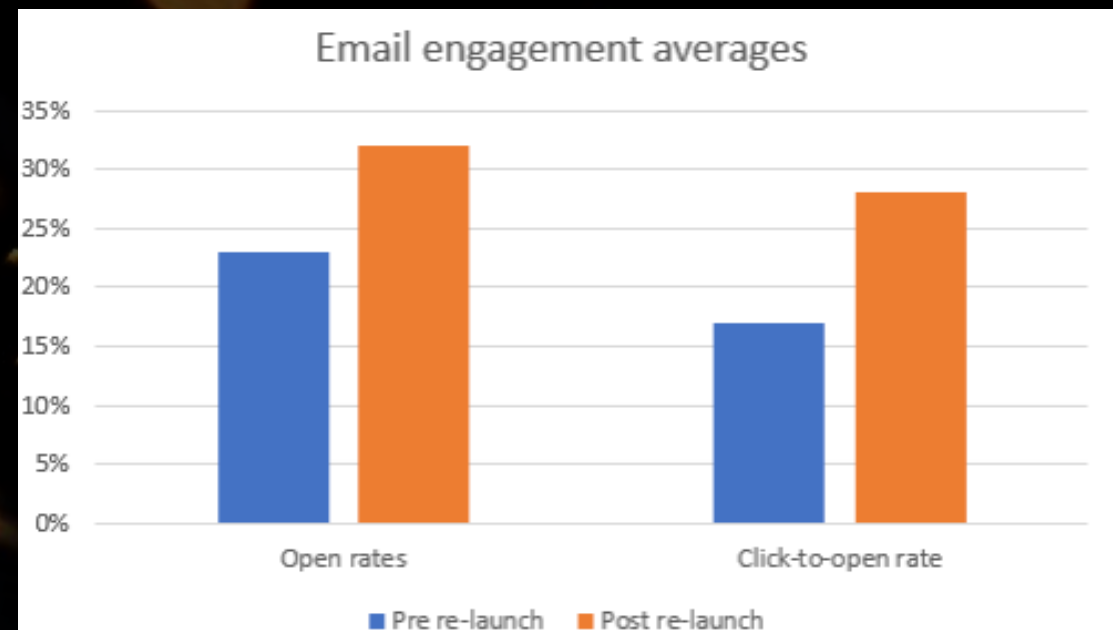
Royal College of General Practitioners, RCGP Annual Conference and Exhibition 2019

Entered by: Haymarket

Judges' comments

“There is no doubt the team behind this impressive event knew what they were doing! Faced with the challenge of having to change the date of an established event, which led to a clash with school half term holidays, they implemented a well thought out and targeted marketing plan to maximise registrations. The conference agenda delivered a tailored experience and was relevant to those new to the profession, established in their career and those in retirement. Despite the challenges, they delivered an innovative and interactive event and achieved the highest ever delegate numbers, positive feedback and good rates of satisfaction.”

BEST STUDENT ENGAGEMENT INITIATIVE



WINNER: Royal Institution of Chartered Surveyors, Inspire School Workshops

This award recognises the role played by organisations in increasing engagement amongst students, junior members and young people and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“There was an extremely high standard of entries but the judges felt the submission from RICS demonstrated an imaginative campaign and justly deserve to win the Best Student Engagement Initiative category. They particularly liked the execution engaging with school students as well as the existing membership using them as ambassadors. RICS have identified key issues and developed a clear strategy. They focused on both the skills shortage and diversity challenges. The impact of campaign is clearly evidenced. The judges felt this was a great example of engaging at an early stage of the professional life cycle.”

HIGHLY COMMENDED

Association of Accounting Technicians, Ready, Set, Go (RSG) campaign

Judges' comments

“With engagement stats already performing above industry average, the team at the AAT could have patted themselves on the back and continued to be above average. Clearly that was not an option for this ambitious team. The Ready, Steady, Go campaign is true testament to their commitment to providing further value and support to their student members. With a clear objective, measurable goals and well executed plans this initiative has increased engagement with their students by a remarkable 186%, this campaign was not just above average but one of the best in class.”

Association of Chartered Certified Accountants, ACCA's Student Wellbeing Hub

Entered by: Haymarket

Judges' comments

“The Judges felt that ACCA have done an excellent job in responding to the needs of their student membership by creating a Student Wellbeing Hub, providing expert support and resources for wellbeing and mental health. Since its launch in January this year the Hub has attracted large numbers of visits by ACCA students worldwide. It is making a big impact and will undoubtedly continue to do so. The judges commend the ACCA in creating an engaging platform to support their students in this vitally important area.”

Office 365

virtual learning for membership organisations



How to apply
Office 365 in
your own world

You will learn how to:

- + Plan a successful roll-out
- + Engage with your team
- + Achieve company goals
- + Measure success

We'd love to help
you succeed in your
Office 365 journey

If you have a question contact
hello@sequelgroup.co.uk



insight
content
technology

www.sequelgroup.co.uk

join memcom today...



...for all your organisational needs

BEST MEMBER ENGAGEMENT STRATEGY

WINNER: Royal College of General Practitioners, RCGP Plus

A strong membership engagement strategy is essential in securing commitment and support from your members and followers. This award is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

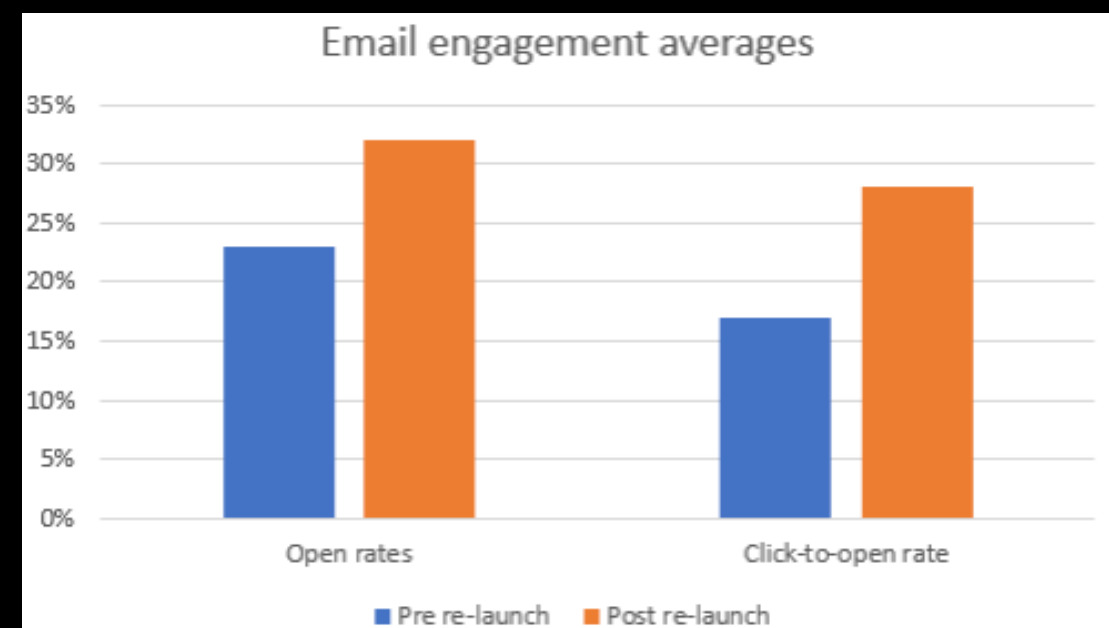
"The RCGP took a tried and tested engagement and business development campaign and successfully revitalised it, by listening to their members, adding value to their membership and effectively communicating the offer. The take up from members is astonishing and also increased revenue. This truly demonstrates to many membership organisations how programmes like this should operate. Fantastic results!"

HIGHLY COMMENDED

College of Podiatry, Central Pod - We'll be there for you!

Judges' comments

"The College of Podiatry took the often formulaic and predictable format of a conference stand and turned their stand into a fun, compelling attraction. The team expertly used a recognisable brand/theme to create more buzz and engagement on a traditional exhibition stand. The Menu board is genius! Full marks for creativity!"

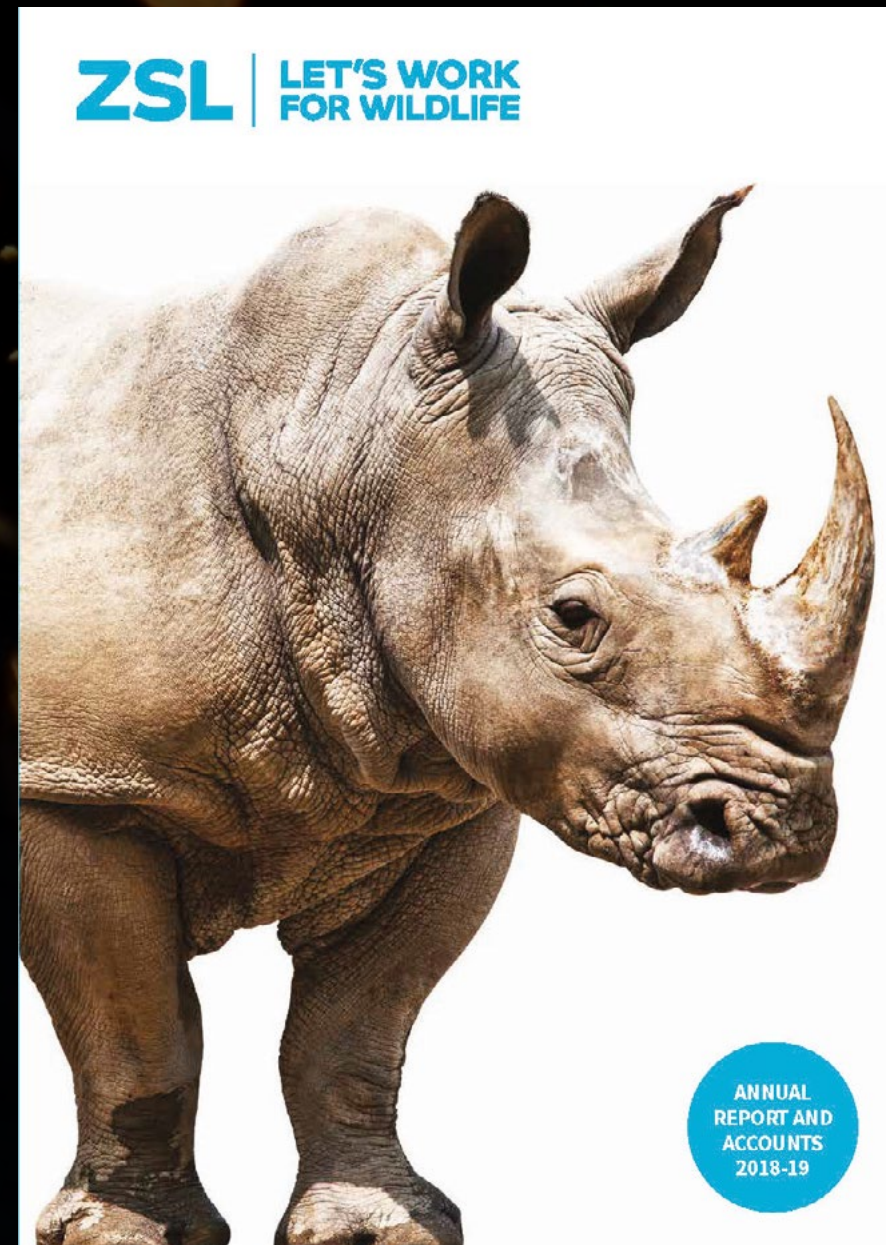


Sponsored by





BEST ANNUAL REPORT (PRINT OR DIGITAL)



Sponsored by

haysmacintyre

WINNER: Zoological Society of London, ZSL Annual Report

Entered by: Think

This award recognises the effort and innovation which goes into making an annual report a must-read, rather than a simple legal requirement and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“The quality of the content, the innovative graphics and stunning images clearly communicate the impact achieved by ZSL. The report keeps you engaged whether you want to read every sentence or just have a few moments to appreciate the purpose and important work of the organisation. It is clear that this is a fantastic tool for stakeholder engagement as well as presenting the annual financial statement. An excellent report which thoroughly deserves to win.”

HIGHLY COMMENDED

Nautilus International, The 2019 General Meeting Report

Entered by: Definition Agency

Judges' comments

“It is clear that significant innovation has gone into modernising this report from what has been produced in the past. It deserves to be highly commended as it clearly demonstrates how the organisation has had real impact on real lives. The digital component of the report is clear and accessible. A really great example of how a change in approach can make a big difference.”



Debbie Cavalloro @SE_Debbie · Sep 18

Absolutely delighted to be highly commended for our annual report at last night's #memcom20. Thanks must go to also to @definitioncomms and especially to @r_jackson89 who we almost killed in the process. You view our online report here: gmreport19.nautilusint.org

memcom @memcomUK · Sep 17

Best Annual Report sponsored by @haysmacintyre recognises effort and innovation which goes into making an annual report a must-read. Highly commended goes to @nautilusint. And the winner is @OfficialZSL for their report entered by @ThinkPublishing. #memcom20

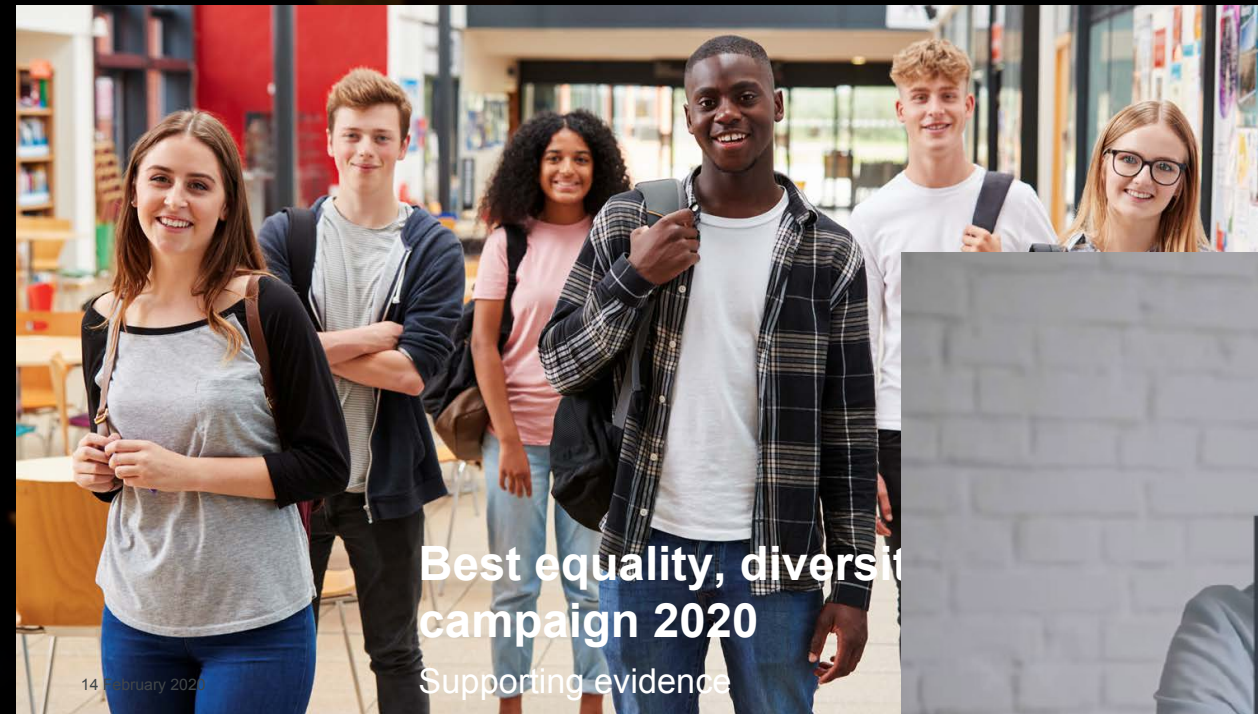
BEST EQUALITY, DIVERSITY OR INCLUSION CAMPAIGN

WINNER: Institute and Faculty of Actuaries, Count Me In!

This award recognises the role played by organisations in promoting equality and diversity and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

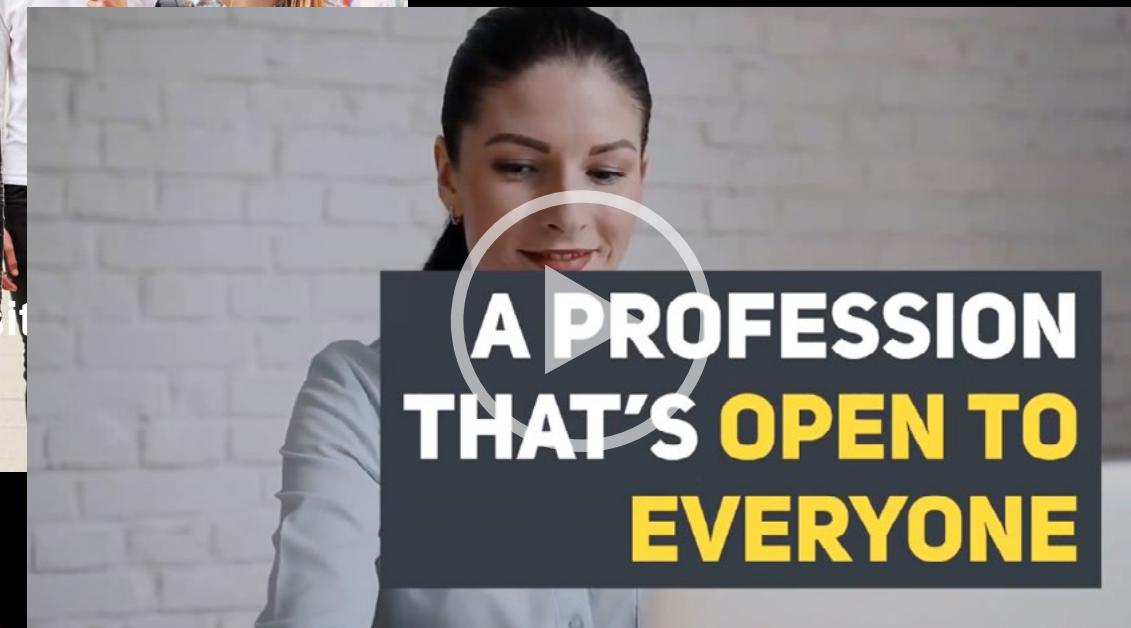
Judges' comments

“The Institute and Faculty of Actuaries thoroughly deserves to win this award with their ‘Count Me In!’ campaign, designed to address issues of social mobility, inclusion and diversity in the actuarial profession. Judges were impressed with the clear strategy and research used to shape campaign; the inspiring brand and imagery used to reach the target audience; and the strong evidence of improved engagement. An excellent campaign with real impact.”

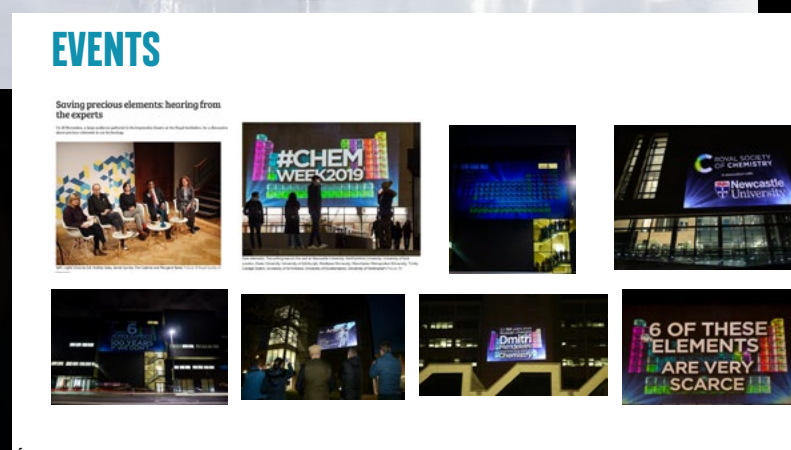


Best equality, diversity
campaign 2020
Supporting evidence

Sponsored by
fscs Financial Services
Compensation Scheme



BEST SUSTAINABILITY INITIATIVE



Sponsored by

SocEnv
Society for the Environment

WINNER: Royal Society of Chemistry, #IYPT2019

Entered by: Weber Shandwick

This is a new award that recognises successful sustainable initiatives that have been taken in the past 12-18 months. The award is open to professional bodies, trade associations, membership charities and other not-for-profit organisations.

Judges' comments

"A highly original, relevant and innovative campaign to raise awareness and change behaviour by educating all of us about the vital chemical elements in the gadgets and technology we use in our daily lives and the action needed to conserve them for the sake of the environment and future technologies. Founded on original and relevant research, the Royal Society's initiative deploys their expert knowledge of chemical sciences and their membership community of scientists to engage with and mobilise stakeholders in government, industry, retail and consumers towards practical action to conserve essential resources, supported by the use of imaginative campaigning."

HIGHLY COMMENDED

Institute of Environmental Management and Assessment, IEMA Sustainability Impact Awards

Entered by: Redactive

Judges' comments

"The IMEA's Broadway Initiative has established a world-leading governance framework for the environment in post Brexit Britain. The Initiative demonstrates authority and ambition; significant and respected technical expertise; and outstanding stakeholder manager at the highest levels of government, business and civil society. Outcomes will have to be demonstrated in practice over time. Above all the Initiative is an exemplar of a professional membership organisation advancing public benefit rooted in the professional expertise of which it is steward and custodian - to achieve economic social and environmental impact for current and future generations."



DIGITAL

BEST WEBSITE

WINNER: Chartered Institution of Wastes Management, Circular Online

Websites are a mandatory aspect of most businesses, but this award celebrates the most impactful, effective and innovative in the membership sector. The award is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“CIWM's launch of Circular online had a clear objective and purpose. The investment in aligning the brand to the defined strategy was clear throughout. The investment in research was evident in the execution and the resulting statistics further demonstrate the success of the launch. The end result is a modern, fresh website that is a credit to the organisation and the project team.”

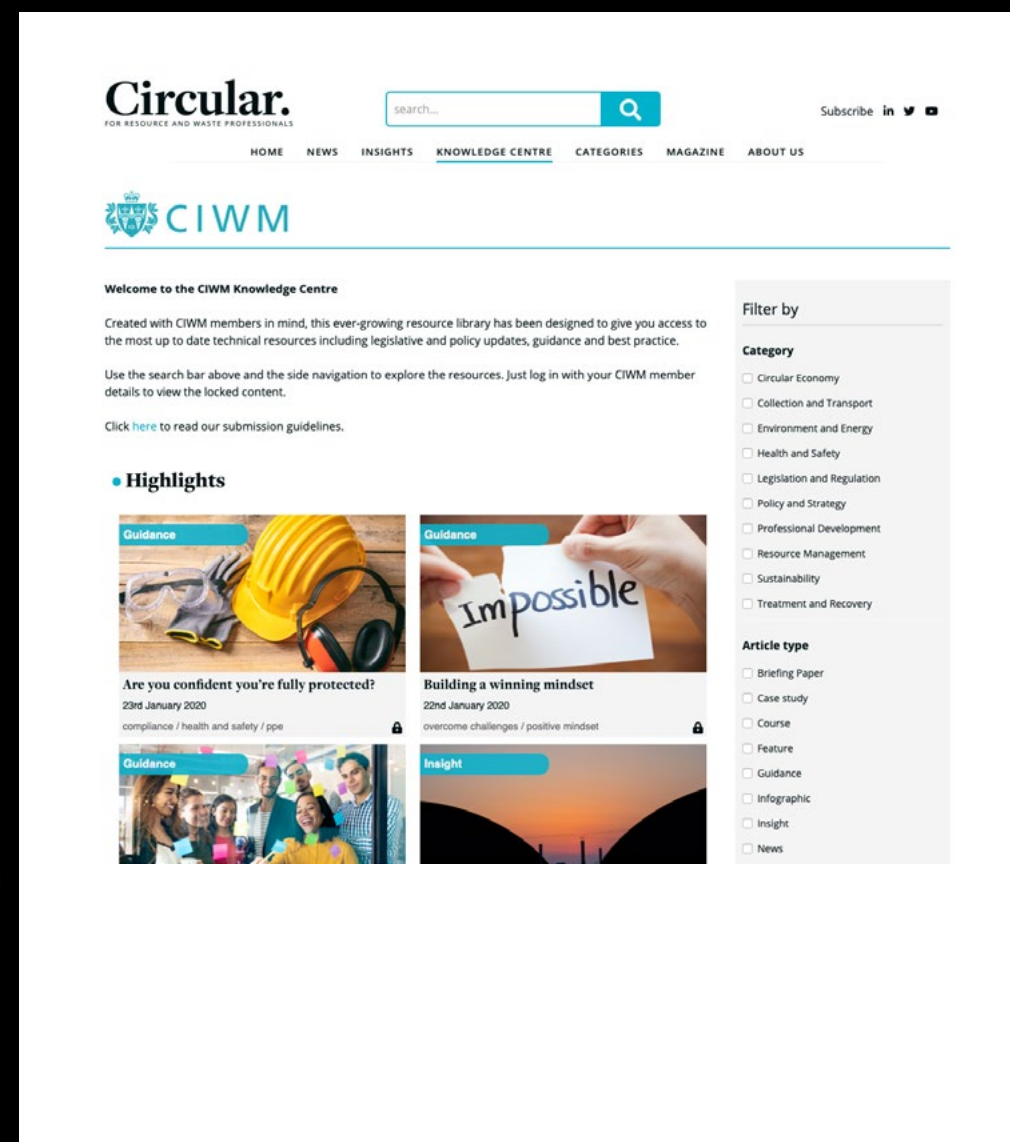
HIGHLY COMMENDED

Association of Anaesthetists

Entered by: Cantarus

Judges' comments

“The Association of Anaesthetists developed a clean, modern site that had clear navigation and structure. The use of images was clearly thought out and well executed. The resulting statistics clearly demonstrate the value of the resulting website.”





Your digital ambitions delivered. And then some.

We're the go to agency for associations and membership organisations seeking online solutions that go the extra mile.

Since 2001 we've been working with clients to deliver bespoke strategic and digital solutions including websites, intranets, CRM, email, event and award management solutions.

Chat to us about:

Digital strategy · UI & UX design
Bespoke software development
Systems integration · ReadyMembership
Award & event management software

sales@pixl8.co.uk

+44 (0)20 7720 4545

pixl8.co.uk



The ultimate member experience platform you've been waiting for.

ReadyMembership is an all-in-one digital platform, tailored to the needs of your membership organisation.

Short-circuit delivery time without the need to compromise on results as our system is based on years of working with the membership sector and an in-depth understanding of its needs.

A feature-rich solution for Website, CRM, Events, Email, Mobile apps and more.

Swift. Scalable. Reliable.

sales@readymembership.com

+44 (0)20 7720 4545

readymembership.com

BEST E-LEARNING / ONLINE EDUCATION INITIATIVE



CIMA @CIMA_News · Sep 18

Absolutely delighted to have won the #memcom20 award for Best E-Learning/Online Education Initiative, for our Game of Ethics! 🏆

Thank you @memcomUK.

WINNER: Chartered Institute of Management Accountants, The Game of Ethics

This award recognises the most impactful online education services or training programmes, courses or events. Judges will be interested in the innovation and creativity demonstrated, as well as the effectiveness of the initiative itself. The award is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“The judges felt there were well defined goals and strategy, creative use of technology and good evidence of achievement of quantifiable outcomes.”

HIGHLY COMMENDED

Digital Marketing Institute, Suite of Online Educational Programs

Judges' comments

“The judges were impressed with the application for the online course provision, rather than a specific project or initiative. There was good evidence of engagement with the quantitative data provided. Very positive initial feedback and results.”

BEST USE OF AN APP

WINNER: Coeliac UK, Gluten Free on the Move

This award recognises how an app has improved an area of business for its users – whether they are members, charity supporters, employees or the general public. The award is open to professional bodies, trade associations, membership charities, other non-profit membership organisations and agencies.

Judges' comments

“Gluten Free on the Move is an outstanding use of digital to support the needs of a membership community – meeting the basic requirement of almost half of new members to find out where they can safely eat. The App is especially impressive because it provides a platform for the engagement of members, through the participation of Local Groups as well as promoting GF Accreditation and recognising GF accredited venues. The App evidenced clarity of purpose and organisational strategy – and benefited from a willingness to learn and improve.”

HIGHLY COMMENDED

American Society of Clinical Oncology, Cancer.Net Mobile

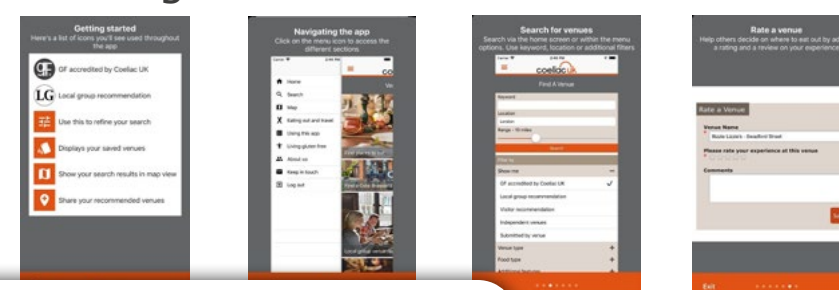
Entered by: RD Mobile

Judges' comments

“A very powerful use of an app to enable people living with cancer to get rapid access to trusted information about their cancer care from diagnosis through treatment. What was particularly great to see was an element of knowledge-sharing, from questions and answer conversations with doctors to up-to-date information on medication and side-effects. The global appeal and application were also very clear, with the app supporting both English and Spanish.”



Getting started



Howard Lake @howardlake · Sep 24

Congratulations to @Coeliac_UK on winning 'best use of an app' category for the second year in a row at the #MemCom20 awards.

Coeliac_UK @Coeliac_UK · Sep 24

We're so excited to announce our Gluten Free on the Move app has won the Best use of an app award at the #MemCom20 awards!

To find out more take a look at our website Gluten Free on the Move: bit.ly/362P4v7

#CoeliacUK #App #Winner

the first time they
This tutorial is then
via Using this app.

BEST USE OF VIDEO, ANIMATION OR AUDIO



WINNER: Boundless, Boundless Public Service Day 2019

Entered by: Midnight Communications

This award recognises how the use of video, animation or audio has improved an area of business for its users – whether they are members, charity supporters, employees or the general public. The award is open to professional bodies, trade associations, membership charities, other non-profit membership organisations and agencies.

Judges' comments

“Boundless had an exciting and highly commendable campaign to execute. The objectives were clearly defined and backed with a strong narrative, message and filmed in an emotive way delivering outstanding story telling. The resulting statistics demonstrate why this entry stood out in a highly competitive category.”

In the UK 5.4 million people work in the Public Sector & Civil Service

HIGHLY COMMENDED

The European Federation of Chron's and Ulcerative Colitis Associations, My IBD Journey: Pregnancy and Parenthood

Entered by: Liquona

Judges' comments

“The project was creatively executed with a unique approach. Leveraging a powerful voice over that delivered information with exceptional detail. The strategy was clearly defined and the project team delivered to that strategy with an engaging video.”

BEST USE OF DATA AND INSIGHT

WINNER: Institute of Practitioners in Advertising, The IPA's 360-Degree Member Engagement

Entered by: Trillium

This award recognises the use of using data and insight and is open to professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

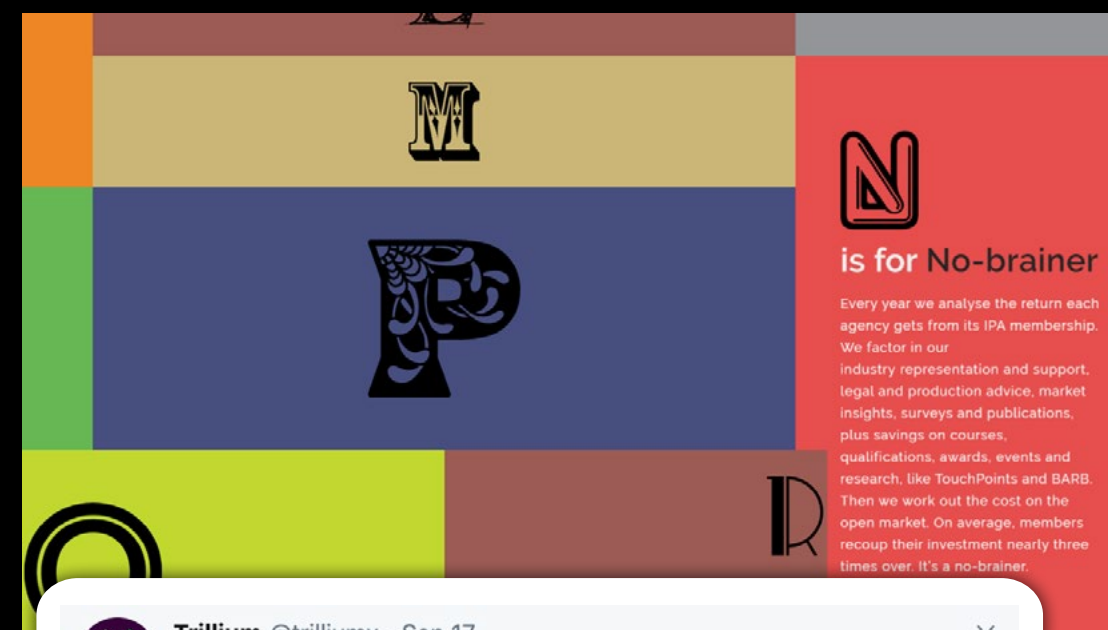
“The judges saw a good strategy and use of CRM functionality. Making good use of these tools enabled the organisation to identify disengagement as well as the use of services. Clear reasoning and evidence was shown with the metrics provided. It gives the organisation hard data with which to justify membership, positioning membership as a ‘wise investment!’”

HIGHLY COMMENDED

Royal Institute of British Architects, RIBA Business Benchmarking

Judges' comments

“The judges saw demonstration of clear objectives and strategy and good back-up documentation, showing effectiveness of impact.”



Trillium @trilliumx · Sep 17

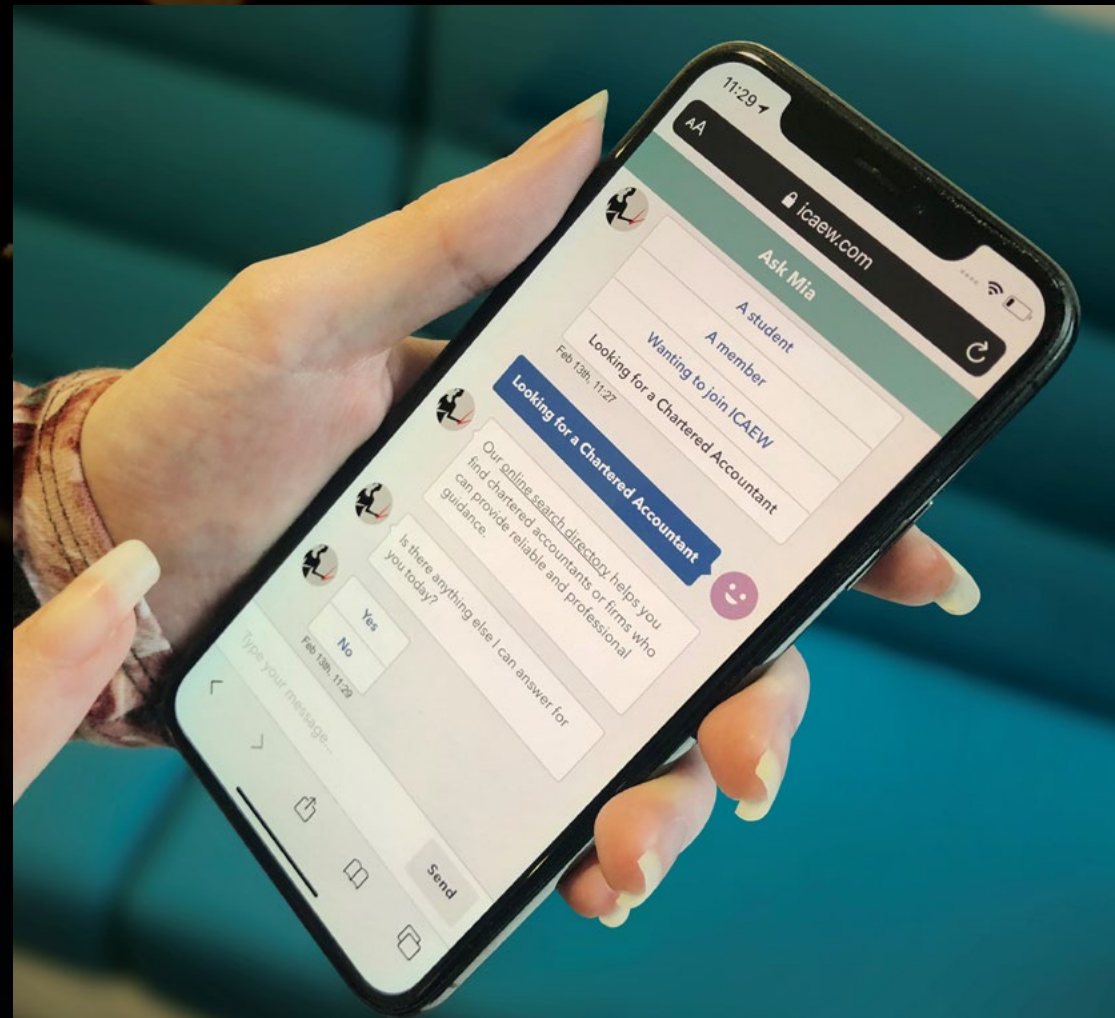
So proud of our client @The_IPA for their win in the Best Use of Data and Insight category at the #memcom20 membership excellence awards!

Very well deserved indeed 🎉👏🍷

Sponsored by

WATTLE

BEST USE OF AI



WINNER: Institute of Chartered Accountants In England and Wales, Mia ICAEW chat bot

This award recognises how artificial intelligence has improved an area of business for its users – whether they are members, charity supporters, employees or the general public.

Judges' comments

“ICAEW has a great vision for a multi-channel digital assistant for membership experience. They have grown through content rather than advertising and their chatbot has engaged members with an impressive 20,000 conversations in 2019 with exciting plans for the coming years.”

HIGHLY COMMENDED

Chartered Institute of Management Accountants, CIMA's Chatbot

Judges' comments

“Judges were impressed with what they've achieved using in-house team and skills. They've leveraged publicly available tools, such as Facebook Messenger Bots to create a great looking bot. They've done a great job to reflect on the target users and grow through advertising.”



PEOPLE



EDITOR OF THE YEAR

WINNER: Institute of Workplace and Facilities Management, Martin Read

Entered by: Redactive

This award recognises outstanding editorial control and content management in either a new or existing publication. The award is open to print and / or digital editors within professional bodies, trade associations, membership charities, other non-profit membership organisations and agencies. Agencies are welcome to submit multiple entries for this category.

Judges' comments

“The judges were impressed with the level of creativity, content and far reaching impact of the editorial approach, from the name change to the improvement of content as well as the innovative front covers. The increased diversity of contributors is to be commended. This has resulted in a number of positive outcomes – many congratulations.”

LEADING THE REBRANDING AND A BRAND NEW NAME

Sponsored by

TEAM OF THE YEAR (MEMBERSHIP ORGANISATION)



Caroline Gumble @CIOBCaroline · Sep 18
Lovely to end the week with such a positive piece of news. #ICYMI - last night @theCIOB Marketing Team, led by @KateMacbeth, won #memcom20 #membership Team of the Year. This recognises how a team has helped to transform an organisation. Huge congratulations everyone! 🎉🎉🎉🎉



Sponsored by



READYMEMBERSHIP

WINNER: Chartered Institute of Building, Marketing Team

This award recognises how your team's collaborative, inclusive and strategic approach has helped to transform your organisation. From the finance team to the marketing team, this award is open to any discipline within professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

"The CIOB marketing team have clearly delivered a stellar year, demonstrating the fruits of an ambitious, yet collaborative culture. The judges highly praised their data-driven approach to measuring marketing effectiveness. This allowed them to share an impressive set of stats to support the breadth and depth of their marketing programme."

HIGHLY COMMENDED

Chartered Institute of Personnel and Development, Social Impact and Innovation Team

Judges' comments

"I really loved this bid, great strategy, sincerity, innovative and further evidence of CIPD opening up and allowing HR professionals to have a wider impact on society."

CIPD @CIPD · Sep 17
We're delighted our Social Impact and Innovation team has been awarded Highly Commended in #TeamoftheYear at @memcomUK Excellence Awards! Thank you for the recognition of the work we do alongside @CIPD members who volunteer to champion better work & working lives. 💜👏 #MemCom20





DELIVERING PERSONALISED PRINT, MAIL AND DIGITAL FULFILMENT SOLUTIONS



0117 311 8200
marketing@latchamdirect.co.uk
www.latchamdirect.co.uk

FOLLOW US
Twitter LinkedIn

- Personalised email, web and digital content
- Hybrid mail
- Membership card personalisation
- 100% degradable and recyclable cards
- Daily pack and product fulfilment
- Postal optimisation
- Annual renewal campaigns

visit
Belfast



Host your next award-winning event in Belfast

Your team for excellent hybrid and in-person meetings





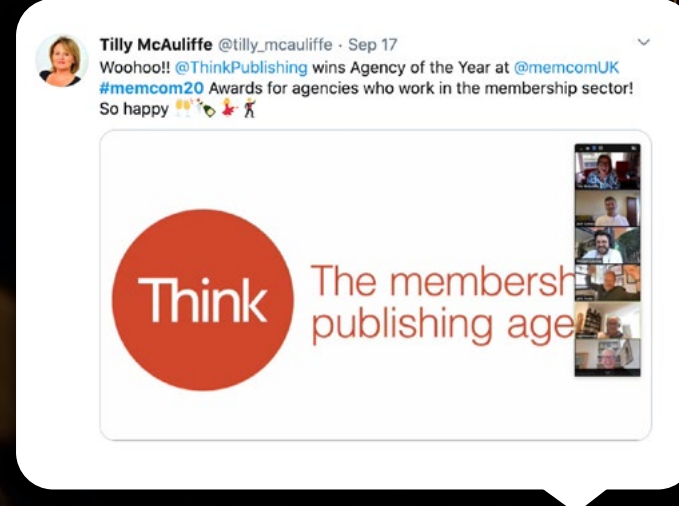
AGENCY TEAM OF THE YEAR

WINNER: Think

These awards recognise excellence in partnership working with professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

Think's radical approach to the CMIs magazine is a credit to them, and its success is down to the faith CMI had in their agency. By delivering tailored, audience-specific content CMI have gained increased relevance, multiplied their membership, and changed market perception of the Institute itself. Some great statistics on the success of the project, supported by excellent testimonials."



HIGHLY COMMENDED

Trillium & Royal College of Physicians
Judges' comments

Trillium has demonstrated a good working relationship with the client, the Royal College of Physicians, with each party encouraging the other to maintain a high standard of output. Standout points that gave the judges reason for a highly commended are the removal of reliance on internal IT, and the changes to the membership application journey resulting in a significant positive change."

Redactive
Judges' comments

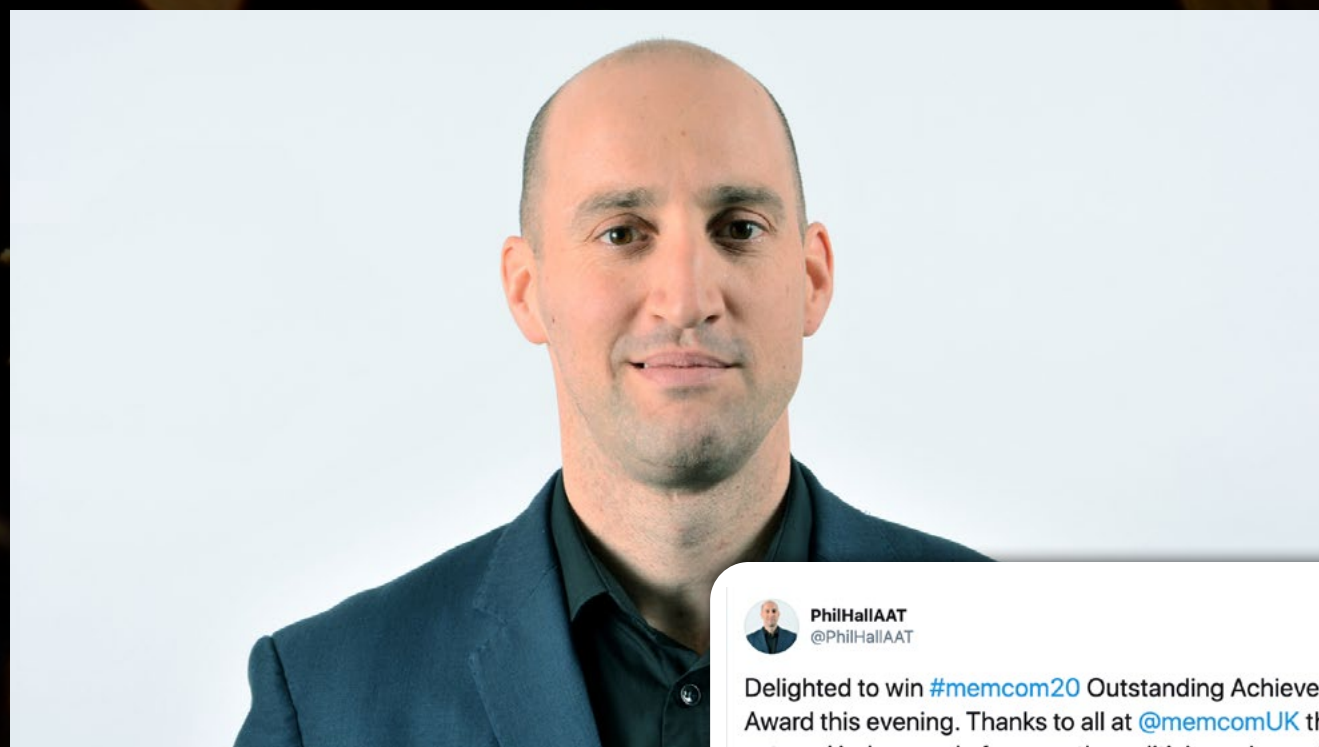
With a strong environmental commitment, it delivers award-winning projects to its stable of association clients. A stand-out is that for over half of their clients, this agency is an income stream rather than a cost centre. Great client testimonials back up an excellent entry."



Trillium @trilliumx · Sep 17
Very proud of #TeamTrillium for being "highly commended" in the Agency Team of the Year category for our work with our client @RCPLondon!

And congratulations to @ThinkPublishing for the win!

OUTSTANDING ACHIEVER IN A MEMBERSHIP ORGANISATION



PhilHallAAT
@PhilHallAAT

Delighted to win #memcom20 Outstanding Achiever Award this evening. Thanks to all at @memcomUK the external judges and of course the politicians, journalists & various other external stakeholders who helped me achieve so much over the past 12 months!



memcom excellence awards
memcom.org.uk

WINNER: Association of Accounting Technicians, Phil Hall

This award recognises an individual who has made an outstanding contribution to a professional body, trade association, membership charity or other non-profit membership organisation. From lobbying and campaigning to the introduction of life-changing quality standards, innovative examinations and courses, ethics or codes of conduct, nominees may be both unpaid (e.g. board members, trustees or other volunteers) or a member of staff from any discipline. Organisations are welcome to nominate new members of staff as well as those who have offered a lifetime of commitment to their chosen profession.

Judges' comments

Phil was a worthy winner with an innovative and pro-active approach. He led many successful campaigns on important initiatives, and gained parliamentary support. In recommending that the Women in Finance charter be expanded to all sectors of the economy Phil really inspired others to make a difference."

MARKETING OR COMMUNICATIONS STAR OF THE YEAR

WINNER: Institute of Biomedical Science, Matt Wilven

This award recognises an exceptional marketing or communications professional who has made an outstanding contribution to a professional body, trade association, membership charity or other non-profit membership organisation. Organisations are welcome to nominate new members of staff as well as those who have offered a lifetime of commitment to their chosen profession.

Judges' comments

“Matt demonstrated the use of data and examples to illustrate the reach and impact of biomedical science. The creativity and inspiration used to support children and teachers in learning in a more fun, engaging and educational way has been rightfully recognised.”

HIGHLY COMMENDED

Financial Services Compensation Scheme, Lila Pleban

Judges' comments

“Lila demonstrated excellent dedication and innovation and showed a great level of creativity, in particular the work on the website for visually impaired people. She shows strong passion for her work and to know that this work contributes to better consumer outcomes is one to celebrate and congratulate.”



Sponsored by



HR LEADER OF THE YEAR



WINNER: Financial Services Compensation Scheme, David Blackburn

This award recognises an exceptional HR professional who has made an outstanding contribution to a professional body, trade association, membership charity or other non-profit membership organisation. Organisations are welcome to nominate new members of staff as well as those who have offered a lifetime of commitment to their chosen profession.

Judges' comments

“A clear driving force and fundamental leader. Huge well done on the clear and exceptional strategy around engagement and inclusion which positively impacted the business to excel. You have brought so much exuberance to not only employees but external stakeholders too. Congratulations.”

HIGHLY COMMENDED

Institution of Occupational Safety and Health, Jasbir Bilen

Judges' comments

“Embarking on a culture transformation when the business is in deficit is never a simple task to take on. Congratulations on winning hearts and mind through your people strategy and equally supporting the business to evolve this focus to deliver on its strategic objectives to move out of deficit. Congratulations.”

Sponsored by



MEMBERSHIP ORGANISATION OF THE YEAR

WINNER: Digital Marketing Institute

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 and is open to professional bodies, trade associations, charities and other non-profit membership organisations.

Judges' comments

“An incredibly powerful submission by an amazing team. The organisation has demonstrated such innovation leading to huge growth in a short period of time. Our judges particularly loved “Power members” which seems to be a particular hit with their millennials.”

HIGHLY COMMENDED

Royal Institute of British Architects

Entered by: Wattle

Judges' comments

“RIBA have demonstrated impressive global growth and lots of great new innovation. They are shining a beacon of British membership innovation across the world.”

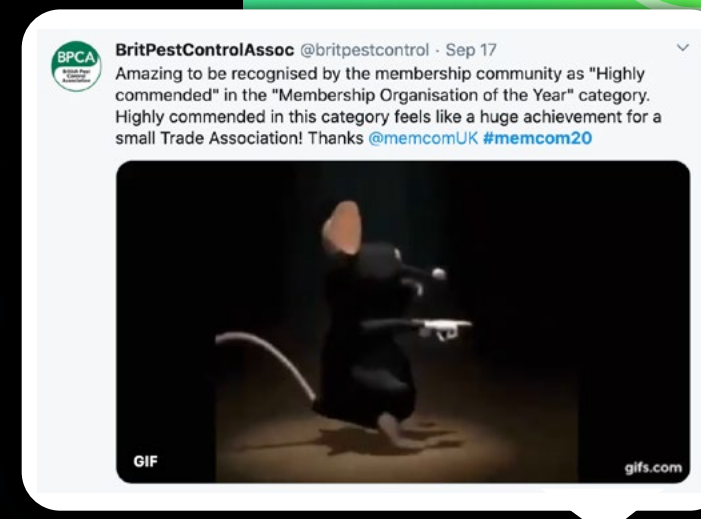
British Pest Control Association

Judges' comments

“The British Pest Control Association has shown great successes in welcoming new members and their range of webinars has shown Innovation with new membership categories being launched. In terms of impact the judges were particularly impressed by the policy success with eBay.”



THE GREATEST STRUGGLE



Sponsored by

PIXL8
Group

haysmacintyre

**We look at a lot of Annual Reports –
so we recognise when we see a good one.
We're proud to sponsor the 'Best Annual Report'
category this year.**

Congratulations to all shortlisted nominees!

haysmacintyre is an award-winning firm of chartered accountants and tax advisors based in Central London. Our Professional Institutes and Membership Bodies (PIMBs) team is one of the largest dedicated teams in the country. As a top 25 firm operating from a single office, we offer dedicated specialists with a deep understanding of your organisation in tandem with our experts in corporate sectors and tax.

Discover your next advisor:



Kathryn Burton
Partner, Head of Professional
Institutes and Membership Bodies
+44 20 7969 5515
kburton@haysmacintyre.com



Tom Wilson
Partner
+44 20 7969 5697
twilson@haysmacintyre.com

OUTSTANDING CONTRIBUTION TO EQUALITY, DIVERSITY AND INCLUSION



WINNER: Financial Services Compensation Scheme, David Blackburn

This award recognises a true champion in the fight for equality, diversity and inclusion. Peer nominated, this award recognises an individual or team for an outstanding contribution not only for actively promoting, delivering and embedding diversity and inclusion strategies within their workplace, but also for their externally-focussed inclusion-related work.

Judges' comments

“David is a champion of promoting all talents, regardless of gender, race, age, disability, sexual orientation or social background. David's exuberance and enthusiasm is clearly felt throughout the organisation, as well as the wider industry, and his commitment and support inspires, encourages and motivates people every day. It is a well-deserved and great achievement not only on a personal level but for those in his team and the wider FSCS. The inclusive working environment is a testimony to David's passion to ensure FSCS is leading the way in all areas of diversity.”

OUTSTANDING LEADERSHIP IN A TIME OF CRISIS

WINNER: Intensive Care Society, Sandy Mather

This award recognises an inspirational role model who has demonstrated true leadership in a time of crisis.

Sandy has worked as tirelessly as the professionals she represents throughout the pandemic, in responding to the emerging needs of the profession.

From providing dedicated resources to the frontline to running public appeals, Sandy and her small team have genuinely and rapidly pivoted the Society, working tirelessly to support the incredible intensive care community through one of the worst challenges in history.

Judges comments

“Sandy's inspiring leadership has been the cornerstone of the Society's work to support professionals and through them the most critically ill patients in hospital, and no one is more deserving of this award.”

Huge congratulations and thank you on behalf of us all for the inspirational work you do.



THE LOUIS ARMSTRONG CEO LEADERSHIP AWARD



WINNER: Royal College of Psychiatrists, Paul Rees

Arguably the most prestigious award for an individual within the membership sector, the Louis Armstrong CEO Leadership Award is unique and recognises true leadership of professional bodies, trade associations, membership charities and other non-profit membership organisations.

Judges' comments

“Paul has demonstrated great all-round success in his time at the Royal College of Psychiatrists. He is clearly an inspirational leader who has taken both staff and members on the journey with him. The judges thought there was clear evidence of impact with solid execution and measurable outcomes. His work on culture, values and diversity was particularly impressive, with the judges highlighting the CIRCLE initiative as a clear success.”

 **Mihaela Bucur** @mihaelabucur10 · Sep 17
WONDERFUL NEWS! Richly deserved! #PaulRees Outstanding leadership and genuine impact! @rcpsych #memcom20

 **Royal College of Psychiatrists** @rcpsych · Sep 17
We're delighted to announce that our Chief Executive Paul Rees has won the #memcomms20 Louis Armstrong award in recognition for his outstanding leadership & genuine impact, thank you @memcomUK



 **Kim Catcheside** @kimcatcheside · Sep 17
#memcom20 already one winner with @Bexcouper and @RCPSYCH professional standards and strategic communications teams for our #choosepsychiatry campaign - holding breath to see if our fantastic CEO Paul Rees will win the CEO leadership award!

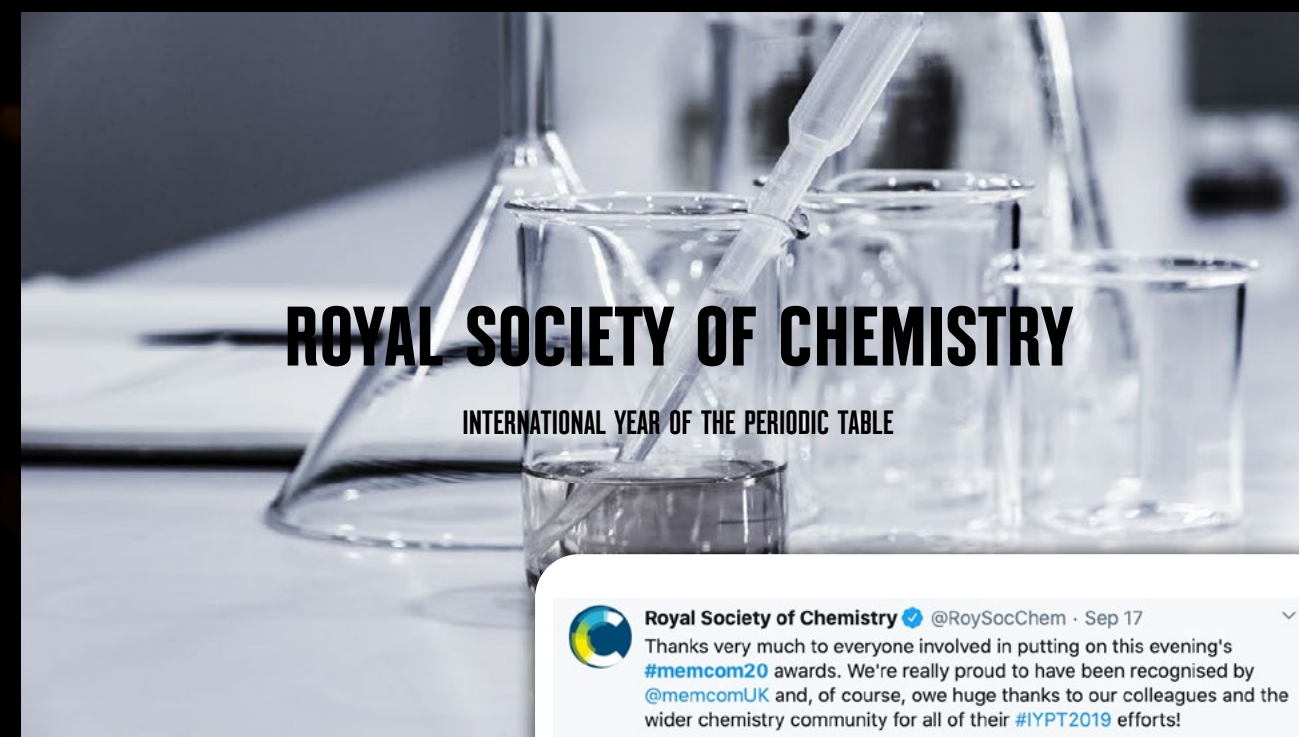
Sponsored by

 **fscs** Financial Services
Compensation Scheme

GRAND PRIX

WINNER: Royal Society of Biology

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. With a points system that allows both highly commended and winning awards to have relative, weighted contributions towards the race to win this title, congratulations to the 2019 Grand Prix winner



Royal Society of Chemistry @RoySocChem · Sep 17
Thanks very much to everyone involved in putting on this evening's #memcom20 awards. We're really proud to have been recognised by @memcomUK and, of course, owe huge thanks to our colleagues and the wider chemistry community for all of their #YPT2019 efforts!



memcom @memcomUK · Sep 17

Our final award today is the Grand Prix, awarded to the organisation with the most wins. Our congratulations go to the @RoySocChem for their outstanding achievements in this year's awards! Congratulations to you all. #memcom20



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 2021 awards open in autumn 2020 and for more details please visit www.memcom.org.uk/awards.

Alastair Barr

Former Head of Membership, Chartered Institute of Public Finance and Accountancy (CIPFA)

Alastair McCapra

CEO, Chartered Institute of Public Relations (CIPR)

Alex Skinner

CEO, Pixl8 Group

Anne Godfrey

CEO, GS1 UK

Annette Woolman

Director of Membership and Services, Coeliac UK

Chris Daly

CEO, The Chartered Institute of Marketing (CIM)

Claire Angus

Director of Membership Services
College of Podiatrists (CoP)

Danielle Price

Head of HR, Food and Drink Federation

David Abraham

MD, Wattle

Emma Wilcox

Chief Executive, Society for the Environment

Helen Pain

Acting CEO, Royal Society of Chemistry (RSC)

Karin Pappenheim

Chief Executive, Association of Anaesthetists

Kathryn Burton

Partner, haysmacintyre

Kathy Evans

Chief Executive, Royal College of Ophthalmologists (RCOphth)

Matt Day

Co-Founder & Creative Director, Liquona

Matthew Roberts

Director, Membership, Chartered Management Institute (CMI)

Nick Pahl

CEO, Society of Occupational Medicine

Nicola Emmerson

Interim CEO, Royal Statistical Society

Pearl Mensah

Director of Membership and Professional Standards, Royal Aeronautical Society

Phil James

Former CEO, Institute of Leadership and Management

Phil Westcott

Co to CEO, Filament AI

Sarah Poulter

Executive Director, Chartered Institution of Wastes Management (CIWM)

Simon Forrester

CEO, National Association of Jewellers

Sinéad Whelan

Head of Membership and Data Insight, The Organisation for Professionals in Regulatory Affairs (TOPRA)

Stephanie Richardson

Membership & Development Consultant

Suzanne Peck

Managing Director, Sequel Group

Tali Shlomo

HR Director, Diversity, Inclusion and Wellbeing Specialist

Tony Manwaring

Chief Executive Officer at Institute of Continuing Professional Development

Tracey Marshall

Head of HR Recruitment & Employment Confederation (REC)

Victoria Robinson

Head of Marketing & Communications
Institute of Risk Management

Richard Hearn

Membership, Marketing and Business Strategist

Tom Wilson

Partner, haysmacintyre



OUR SPONSORS

