
IoIC Annual Review 2019

#WeMatterAtWork

Internal communication
has the power to transform
organisations and working lives.

Introduction



Suzanne Peck
IoIC president and FEIEA vice-president

A resilient industry – 2019 was a year to be really proud of.

Hitting our highest levels of membership, increasing our turnover and having the luxury of a surplus to plough back into membership services was the jam, cream, icing and cherries on the cake in a year when the IoIC celebrated its 70th anniversary. And, it turns out, these were solid foundations on which to base our changing strategies and plans as 2020 saw certainty disappear.

Without the excellent work developed and delivered in 2019, the current new ways of working, different ways to communicate, and resultant pressure on people, cash and performance would have been much harder. But the IC industry – and IoIC with it – is a resilient one.

In 2019, IoIC launched its 70th anniversary #WeMatterAtWork initiative to reinforce how internal communication has the power to transform organisational performance and working lives by helping

people feel connected, engaged, and purposeful. It continues the Institute's work over those years to champion the role of effective internal comms in creating environments where people thrive.

I commented in May last year at the #WeMatterAtWork launch that internal communication's ability to re-invent itself and to embrace change – not just as a profession, but for the people it motivates and connects – is why it matters at work.

And that is truer now more than ever. The evidence and stories of how IC continues to demonstrate why it matters at work were being shared last year and continue to emerge as communicators learn new skills, tread new water and deliver the best for their organisations – all at speed.

Within the IoIC, the HQ team continues to work together to deliver the best for members, to change direction when needed and adapt to the new membership environment.

2019's success was the result of their hard work and dedication to our profession, working alongside our amazing volunteers up and down the country to open up conversations, share best practice and bring people together. Thank you all.

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Jennifer Sproul *Chief executive, IoIC*

2019 was a chance to reflect on our history and evolution as a profession, as we celebrated 70 years of engaging and connecting people at work. We continued to grow our membership, expand our activities and connect our community with leading resources and guidance.

Last year, we marked a year of incredible achievement for the IoIC. Not only did we reach our milestone 70th anniversary, we also recorded our highest membership levels in our history – more than 1,600 members – and saw our turnover increase by 28% and the achievement of a positive surplus of £50,349. Achieving these goals gives us the platform and security to enhance our work for the profession and ensure we have healthy reserves to weather new challenges.

Celebrating our 70th anniversary was a wonderful voyage of discovery for me, learning and compiling information from our history and showcasing the unsung work of the internal communication profession that has transformed organisations, society and working lives.

As well as looking back, it was also important to look forward and to reinvigorate our purpose through our #WeMatterAtWork initiative. Employees deserve to feel that they matter, and that they are valued and being kept informed authentically, truthfully and with respect.

We explored the role of internal communication through our new purpose with articles, thought leadership pieces and our special card game to allow members to have

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conversations with their colleagues. We will continue to advocate for #WeMatterAtWork, the importance of communication and its power to transform organisations and working lives by helping people feel engaged and purposeful.

As 2019 drew to a close, we set out a new strategy for the IoIC over the next three years. Our strategy is set out across four key pillars:

- **Develop and deliver thought leadership and practical resources of the highest standards**
- **Deliver a high standard of membership experience**
- **Drive professionalisation and ethical practice**
- **Advocate for the impact of effective internal communication on organisations and working lives.**

We are committed to a vision for a stronger, more recognised and strategically valued profession.

However, sadly, like everyone, we are also managing the impact of Covid-19 in 2020, adjusting our plans and adapting our activities to a more virtual world. Although some of our plans may have to be altered or shifted as we manage through this challenging time, there are also opportunities – our ultimate goal is to ensure member value and that our community feels supported and connected in these difficult times.

Thank you to all our members for an incredible 2019, and to everyone that gave us their time, insights and support alongside our amazing volunteers and head office team, who make it all possible. 2020 will be different than planned, but our profession is standing out from the crowd as critical to business, economy and society.

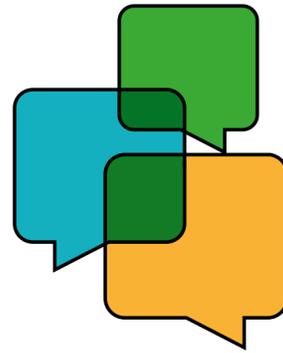
I truly believe there will be positive times ahead. Take care and, if you need any support, always get in touch and we will do our very best to help you.



Our purpose

In a world of constant change, internal communication has the power to transform organisational performance and working lives by helping people feel informed, connected and purposeful.

As the only professional body dedicated to internal communication in the UK, we have been helping organisations and people succeed through promoting internal communication of the highest standard for over 70 years. An organisation that communicates well with its people can achieve greater productivity, innovation, reputation, talent and retention. Because how we communicate at work matters. #WeMatterAtWork



Why does the IoIC exist?

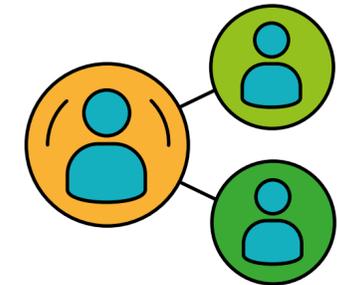
As the only professional body dedicated to internal communication, we exist to promote work of the highest standards through professional development, communities and thought leadership.



What does the IoIC do?

We offer:

- accredited professional development for people working in internal communication
- networks, guidance, practical tools and an ethical code of conduct to help people improve internal communication and professional standards within their organisations
- thought leadership, expert insight and advice on internal communication best practice based on over 70 years of working in the profession



What does the IoIC stand for?

We care about connecting people within organisations through delivering the highest standard of internal communication. The learning and development we offer is built on data and insight, continuous improvement and access to the very best practice in the profession.

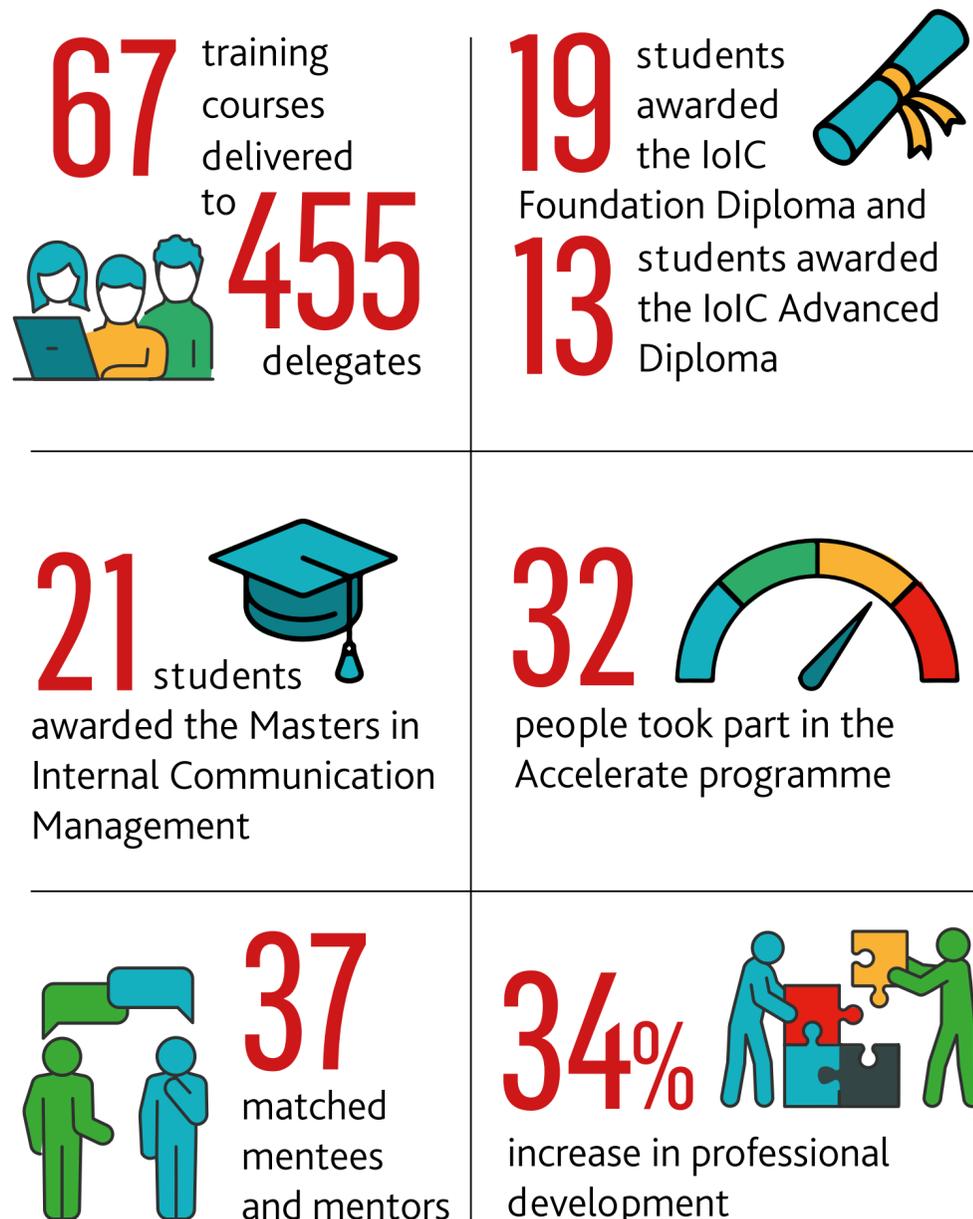
And our Code of Conduct is a statement of commitment to the highest standards of professional behaviour and sets an expectation to members to be the best they can be – today and in the future.

2019 in numbers

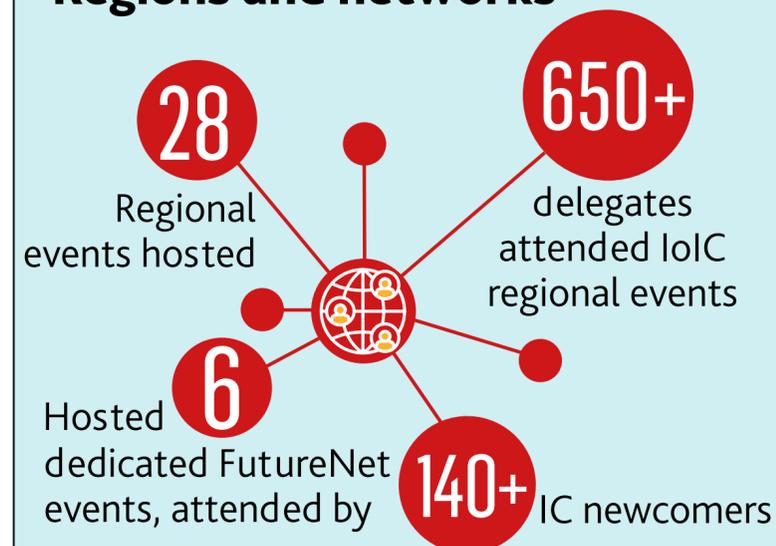
Membership



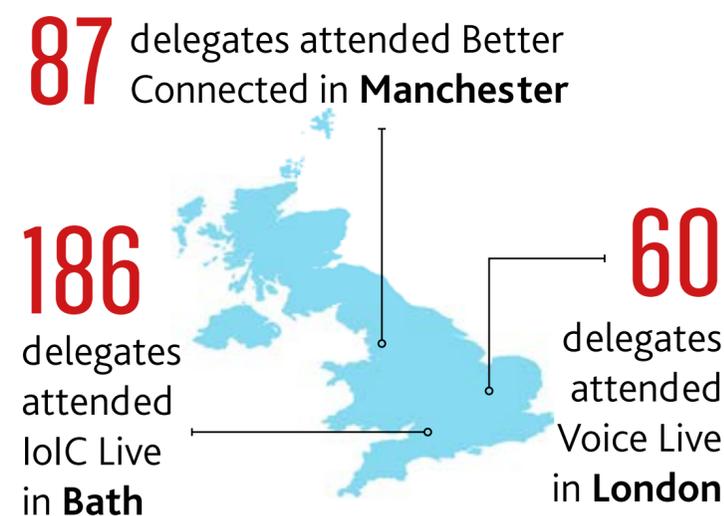
Professional development



Regions and networks



Conferences



Awards



Content and resources



Activities and highlights

In 2019, we continued to grow our membership, build our portfolio of activities, develop new initiatives and deliver practical guidance. Here are our top highlights from 2019.



70 years of engaging and connecting people at work

In 2019, IoIC marked its 70th anniversary. We looked back at our rich history with a Voice magazine special, created a digital timeline and celebrated in style at The Post Office Museum.



#WeMatterAtWork

As part of our 70th anniversary, IoIC launched our new purpose, #WeMatterAtWork. Through a series of expert thought pieces, personal blogs and stories, conversations and our new #WeMatterAtWork card game, IoIC examined an employee's sense of purpose and value at work by focusing on how we communicate with them.



Peer-reviewed factsheets

In response to member feedback in 2019, IoIC launched peer-reviewed factsheets produced by industry experts and reviewed by IoIC fellows, so you can be sure the content is robust and reliable. Topics covered: audiences, complex messaging, mental health, diversity & inclusion, measurement, change and planning.

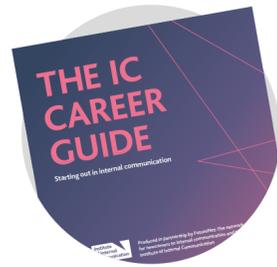


Delivering blended learning through our qualifications

IoIC qualifications are pivotal to our role as an Institute to drive high standards of internal communication. In 2019, we overhauled our Foundation Diploma to create a modular programme through our new virtual learning environment, enabling students to gain greater learnings, feedback and engagement in a way that suits them.

We continue to take these learnings to our Advanced Diploma and Masters programmes, which continue to give the best student experience around our already busy working lives.

Activities and highlights



IC Careers

In our mission to make internal communication a career of choice and attract more diverse talent, in 2019 we launched our IC Career guide, put together by our FutureNet members. The guide is aimed at undergraduates and young people and showcases the rich and fascinating career that internal communication offers.

We were also delighted to partner with the Taylor Bennett Foundation, a charity dedicated to helping black, Asian and ethnic minority people enter the communication profession. Through our partnership, we supported lectures and partnered to show our new guide at careers fairs.



Case studies

In response to demand from members, we expanded our range of case studies hosted in our Knowledge Hub. These shared insights from our award winners, showcasing excellence in campaigns, engagement, change, channels, wellbeing and what makes a great IC team.



Expanding regions

Being able to deliver local networks is essential to ensuring we are supporting our members across the UK. In 2019, we created new regions for members in the South and Cymru, hosting more local events and networking opportunities for our members.

Here are some of the topics we tackled in 2019...

- Employee voice
 - Unlocking a listening culture
 - Communication noise
 - Future of IC
 - Stress in the working environment
 - Internal events
 - Wellbeing
 - Creating workplaces where people feel enabled and enriched
 - Gamification
 - Successful agency-client relationships
 - The role of the physical workplace
 - Change communication
 - Project management
 - The evolution of IC over the past 70 years
 - Brexit comms
 - Supporting line manager communication
 - Daring internal communication
 - Communication planning
 - Leadership coaching
 - Crisis comms
 - Data science
 - Is IC fit for the future?
- And much more.....



More specialist training

IoIC continues to add more specialist courses to help internal communicators develop their skills. In 2019, we added Influence & Impact, Presentation Skills, Measurement & Evaluation, Diversity & Inclusion and Mental Health to our growing portfolio.

Financials

The following summary of key financial information is extracted from the audited accounts for the year 2019.

A copy of the Statutory Report and Accounts have been submitted to Companies House and is available to IoIC members on request.

Summary Income and Expenditure Account

Income	2019	2018
Subscriptions	£227,098	£173,557
National awards	£127,930	£89,763
Conference	£66,162	£57,485
Professional development	£476,167	£355,226
Special events	£7,501	£10,855
Sponsorship	£35,383	£30,127
Regional events	£51,305	£51,288
Sundry income	£3,413	£6,758
Total	£994,959	£775,059

Expenditure	2019	2018
Cost of Sales	£604,498	£471,503
Operating Costs	£340,112	£288,128
Total	£944,610	£759,631

Operating surplus/(deficit)	2019	2018
Surplus/(deficit) before tax	£50,349	£15,428

Summary Balance Sheet

Income	2019	2018
Fixed Assets		
Tangible Assets	£8,207	£9,328
Current Assets		
Debtors	£230,813	£212,920
Cash at bank and in hand	£171,854	£81,017
Creditors: amounts falling due within one year	(£287,883)	(£233,954)
Net Current Assets	£114,784	£59,983

Net assets/ Capital & Reserves	£122,991	£69,311
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Company details

IoIC Main Board

Suzanne Peck, IoIC President
Jennifer Sproul, Chief Executive
Kate Jones, Board Chair
Rich Baker, Board Director
Liz Cochrane, Board Director
Addeel Khan, Board Director
Andy Holt, Board Director
Oli Howard, Board Director
Jane Roques-Shaw, Board Director
Justine Stevenson, Board Director
Andrew Harvey, Board Director
Caroline Waddams, Board Director
Andy Williamson, Board Director

Region Directors

Alastair Scott, Scotland Region Director
Andy Holt, North Region Director
Kirsty Bowen, Central Region Director
Nina Ghataura & Daniel Lambie, London Region Director
Colin Archer, South West Region Director
Catherine Finn, Ireland Region Director
Laura Story, South Region Director

Head Office

Jennifer Sproul, Chief Executive
Sarah Magee, Professional Development Manager
Rebecca Nicholls, Events & Awards Manager
Tim Beynon, Operations & Membership Manager
Richard Bowes, Membership Development Manager
Daniela Girardi, Senior Marketing Executive
Kirstie Godber, Professional Development Administrator

**Institute
of Internal
Communication**

The power within

Institute of Internal Communication

Scorpio House,
Rockingham Drive,
Linford Wood,
Milton Keynes
MK14 6LY

Tel: 01908 232168
www.ioic.org.uk
enquiries@ioic.org.uk

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