WELCOME

CELEBRATING THE BEST IN THE BUSINESS

The IoIC awards aim to seek out the gems of stakeholder communication – those great examples of work that celebrate their creators but also inspire other practitioners in their work.

The awards are Europe’s oldest and most respected within the industry, offering entrants bespoke feedback from experienced judges.

Our panel of senior and experienced professionals evaluate all the work and offer critiques to help pinpoint great practice and offer areas of potential improvement and development. Standards are high and award winners can truly count themselves as operating at the top of their class.

Having entered, and been lucky enough to win, in the past, I know that the IoIC awards are a great way to document, improve and celebrate what we do.

This year’s entries were of an incredibly high standard. Class winners and award of excellence winners can truly celebrate greatness and be proud of their achievement.

Justine Stevenson
IoIC Awards Chair 2018
THE IOIC GRAND PRIX AWARD
This award is given to the best of the best – to the winning entry that demonstrates the full package of high quality, brilliant execution and killer measurement, as judged by a special panel of industry experts.

Winner:

*Trailblazers* for Kerry Foods by The Internal Comms & Engagement team and CA3

Judges’ comments:

This campaign had a clear intention which was delivered. It was focussed on the business and delivered real tangible benefits. Activities such as the boot camp and the dragons den-style pitches were innovative and creative; involving family and friends added to the engaging nature of this campaign. The team demonstrated clear planning and a focus on what they wanted to achieve and this campaign had its people firmly at its heart.
STRATEGY & CAMPAIGNS
CLASS: BEST SINGLE CAMPAIGN

Class winner:

Cyber Sharp for Herbert Smith Freehills by Blue Goose

Judges’ comments:

A great cyber security campaign, engaging and approachable, Cyber Sharp brought to life the whole subject of cyber security using a good mix of examples whilst reinforcing the seriousness of the subject and the risk to HSF’s business. Nice branded animation, easy to watch and engaging. Excellent use of personas to simulate different risk scenarios, and a well thought through cyber-simulation exercise. Results were impressive, achieving a high level of engagement and education.

Awards of Excellence:

- Delivering Christmas for Royal Mail by AB Publishing
- ‘Today vs Tomorrow’ – preparing Wolseley’s front-line teams for biggest ever change for Wolseley UK by e&c communications
- ‘Legendary’ for Nationwide Building Society by the Internal Communication team at Nationwide Building Society
- The launch of Scotty by Scottish Water
- The ‘Service Excellerator’ Campaign for RBS by The Team Brand Communication Consultants
- Welsh Water Employee Roadshow for Welsh Water by the Internal Communications team
- Our Britvic Intranet Launch for Britvic by Words&Pictures
- Cyber Sharp for Herbert Smith Freehills by Blue Goose
- The Reynolds Campaign by British American Tobacco
- OneCard for Tarmac by Iain Monksfield

CLASS: BEST ONGOING CAMPAIGN

Class winner:

Hear to Listen Mental Health Campaign by West Midlands Trains

Judges’ comments:

West Midlands Trains has designed and delivered a powerful campaign with clear objectives backed up with authentic storytelling to create impact. Taking a long-term approach to developing their mental health strategy, the company has developed an engaging and thoughtful campaign. It clearly demonstrates an understanding of their workforce and is an excellent example of applying internal communication best practices to help address a critical issue.

Awards of excellence:

- HEINEKEN CONNECTS by HEINEKEN Ireland
- ‘Leadership Expectations’ by Imperial Brands Group Communication Team
- ‘We Are’ for Lloyds Banking Group by the Transformation Communications Team and Group Corporate Affairs
- ‘Building Safety Greatness’ for Probuild by Jazlyn
- ‘EasyJet Financial Planning’ campaign for Easyjet by The Surgery
- ‘The Tarmac Way’ by Tarmac internal communications and HR team
- ‘Game Changers for Gender Equality’ for Unilever by MGA
**CLASS: BEST CHANGE COMMUNICATION**

**Class winner:**

*A New Owner* for The Body Shop by the in-house internal communications team

**Judges' comments:**

We thought this was a really well planned and executed communication plan - on a tricky and complex issue. The structure of the plan was really clear and well-conceived. The briefing materials were comprehensive and clear, and the human side of the change was considered throughout.

**Awards of excellence:**

- Project Horizon for Roche by Afiniti
- Bupa Angel Court Office Move by Bupa Internal Communications team
- Network Rail colleagues put the 'My' into 'MyConnect' for Network Rail by Kathryn Andrews, Claire Grundy, Binal Jani, Kathryn Davies, WM Reply
- Dreams and Ambitions for Danske Bank by Open
- Personal Best by The Civil Aviation Authority and MGA
- MBFS for Mercedes-Benz by Words&Pictures

**CLASS: BEST CRISIS CAMPAIGN**

**Class winner:**

*A Chorus of Agreement* for Royal Mail by the internal communications team

**Judges' comments:**

We liked: consistency of messaging (which was clear and strong throughout), frequency and rhythm of communication during a period of intense activity, use of digital channels to reach the management community. Overall, the campaign feels like a very comprehensive and slick response to the business context.

**Awards of excellence:**

- We Are Royal Mail for Royal Mail Group by Speak Media
**Class winner:**

*Trailblazers* for Kerry Food by
The Internal Comms & Engagement
team and CA3

**Judges’ comments:**

This campaign had a clear intention which was delivered. It was focussed on the business and delivered real tangible benefits. Activities such as the boot camp and the dragons den-style pitches were innovative and creative; involving family and friends added to the engaging nature of this campaign. The team demonstrated clear planning and a focus on what they wanted to achieve.

**Awards of excellence:**

- The Arthur Webb Challenge Cup for Nationwide Building Society by Internal Communication Team and Good Relations
- Dreams and Ambitions for Danske Bank by Open
- Go Engage for Wrightington, Wigan and Leigh NHS Foundation Trust by WWL
- The Tarmac Way for Tarmac by the internal communications and HR team
Class: Best Feature Magazine in Print

Class winner:

*Trust You* for The National Trust by the Trust Internal Communications team

Judges’ comments:

We really like how present the strategy is throughout the content - relating the work of the Trust back to the direction. The design is nice with plenty of white space and lots of beautiful photography, playing to the strengths of the organisation.

Awards of Excellence:

- Your Magazine for Gatwick Airport by beetroot and Gatwick Airport
- Network by Network Rail and beetroot
- Team Talk for Jaguar Land Rover by drp
- RSA Journal for The Royal Society of Arts by Wardour
- Heart Matters for British Heart Foundation by Wardour and the British Heart Foundation
- Infoworks for Laing O’Rourke by Wardour
- The Roger Collective for Virgin Management Group by John Brown Media
- Myword for MyCSP
- Cheers for Carlsberg UK by Words&Pictures

Class: Best Printed News Magazine

Class winner:

*Fusion Magazine* for Hitachi Rail Europe by AB Publishing

Judges’ comments:

Fusion had a clear, strategically aligned purpose in its creation which was supported well by the type of content included in each edition. In its evolution as a content channel it engaged well with and considered the needs of employees with good balance. The style, design, format and layout of Fusion was fun and friendly.

Awards of excellence:

- Building Trust for Transport for London by AB Publishing
- Team Talk Magazine for Antalis UK by Sequel Group
- Bitesize for Nationwide Building Society by Nationwide Building Society and Sequel Group
- Powerlines for Western Power Distribution by the Corporate Communication Team and ClarkXPress
Class winner:

Our Lounge for McDonald’s by Blue Goose

Judges’ comments:

An extremely well thought through digital channel that demonstrates a great understanding of the target audience, a clear sense of purpose, and creative and innovative execution. The channel has been developed and introduced following thorough research and planning and a genuine consideration of how it fits alongside all other comms channels.

Awards of excellence:

- Listen Live for Vodafone by Vodafone
- The Reporter for White and Case by Sequel Group

Class winner:

The Reporter for White and Case by Sequel Group

Judges’ comments:

This digital news channel has been well thought through to help the business it serves. Thorough research has been undertaken to help ensure that it’s easy to use and that the news is presented in an accessible way. The content is developed in numerous formats – written, sound files, animations and video – with tools and methods to encourage user interaction. A great digital news channel.

Awards of excellence:

- Brand News for Imperial Brands by the Group Communication Team
- KF90 for Kerry Foods by The Kerry Foods Internal Comms & Engagement team and CA3
**Class: Best Newspaper/Newsletter**

**Class winner:**

*Celgene Times* for Celgene UK & Ireland by Chandler Chicco Agency

**Judges’ comments:**

Real thought has gone into what staff want to know and how to resonate with them. Potentially dull subjects such as compliance have been made interesting and engaging though the use of illustration. There is uplifting language and a lovely focus on both people and business stories. The newspaper is clearly well read and popular.

**Awards of excellence:**

- The Point for EDF Energy by 44 Communications and EDF Energy
- Informative and Relevant for Royal Mail by AB Publishing
- Talk2 for Carestream by GVMC
- Snack Matters: Bite-sized news for KP colleagues by KP Snacks corporate communications team, with Chris Solloway

**Class: Best New or Relaunched Publication – Print**

**Class winner:**

*The Shout* for Scottish Fire and Rescue Service by the Communications Team

**Judges’ comments:**

When your immense effort required to produce a magazine is not recognised by your readers, it’s soul destroying. But the team at Scottish Fire and Rescue Service dusted themselves off and took the feedback as an opportunity. What they achieved is the perfect example of employee voice in action. From taking time to research what readers wanted, to involving them at every stage of the relaunch, it’s clear that the publication is now back on track. People are now front and centre of the magazine, with their achievements and lives celebrated on every page.

**Awards of excellence:**

- Platform for progress for Arriva Rail London by AB Publishing
- Pep Talk for PepsiCo UK by beetroot and PepsiCo UK
- Otis: a new level of communication for Otis Ltd by Headlines
- The Hive for Hoist Finance by Pages Creative
- Bitesize for Nationwide Building Society by Sequel Group
- Nestle from A to B for Nestle by Jazyn
**CLASS: BEST CHANNEL FOR MEMBER/STAKEHOLDER/VOLUNTEER**

**Class winner:**

*Heart Matters* for the British Heart Foundation by Wardour and the British Heart Foundation

**Judges’ comments:**

Heart Matters is a really great publication. The content is lively, informative and deals with difficult subject matter sensitively. The audience insights upon which it is based are clear and must help to keep the editorial team very focused on their reader. The five content principles are brilliant and abundantly present throughout the finished pieces.

**Awards of excellence:**
- Member Update website for Royal London by Wardour
- RSA Journal for The Royal Society of Arts by Wardour

**CLASS: BEST INTRANET**

**Class winner:**

*Acorn* for the National Trust by the Internal Communication team

**Judges’ comments:**

Well-articulated vision for the end state with a good sense of how it contributes to the organisation’s success. Good approach to research and planning with extensive internal engagement, which went on to be the foundations for the comms approach. Impressive to have gone from start to finish in 8 months with the migration including 2,000+ pages. Numbers of visits and views and comments all up and the approach seems to be sustainable - sensible approach to organic growth supported by a network of colleagues.

**Awards of excellence:**
- Scotty by Scottish Water’s Internal Communications Team, Digital Directorate colleagues and Company Net
- LIFE Online for Volkswagen Group UK by Volkswagen Group and 44 Communications
- Inside Unilever for Unilever
**Class:**

**Best Mobile/App**

**Class winner:**

*MyMarkets App* for CB Markets, part of Lloyds Commercial Banking by Sequel Group

**Judges’ comments:**

The content is interesting and planning looks rigorous. Highlights the value of user survey data supplementing GA stats and overall a well-executed app, underpinned by a well organised content strategy that’s been well received by the business.

**Awards of excellence:**

- A WhatsApp Channel for Managers for Royal Mail by Royal Mail internal communications team
- MyEvents App for Nationwide Building Society by Sequel Group

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**Class:**

**Best Video and Animation**

**Class winner:**

*Arthur Webb Challenge Cup* for Nationwide Building Society by the Internal Communication Team and Good Relations

**Judges’ comments:**

This is a great campaign with clear goals to make efficiency savings for the company. The video as a key part of the campaign needed to have real impact and resonate with colleagues. The brilliant ‘I Am Arthur’ line with the trademark moustache is a key part of the video and links it firmly with the rest of the campaign. There are some great touches of inspiration and also humour which bring it alive.

**Awards of excellence:**

- Today vs Tomorrow for Wolseley UK by e&c communications
- Legendary – the launch film for Nationwide Building Society by The Internal Communication Team at Nationwide
- Legendary – breaking news for Nationwide Building Society by The Internal Communication Team at Nationwide
- Colocation, Colocation by Northumbrian Water Group
- Scotty data security video for Scottish Water by Scottish Water and ABC
- Safety Matters for Imperial Brands by Imperial Brands Group Communications Team
- Proud to be Northern for Northern by Limehouse Films
- Complaints: Own Them for Allied Irish Bank by Write the Talk
Class winner:

*Workplace for O2 by O2*

**Judges’ comments:**

The Internal Communication team at O2 has clearly had success with their roll out of O2 Workplace - there are some great statistics in the measurement section which shows that staff have interacted with the new channel in much greater numbers than they had with Yammer. Some of the launch activities were certainly innovative - such as the ‘Powderpuff girls’ preparing people for their profile photos and Facebook themselves recognised these efforts.

Class winner:

*1 Victoria Street Reception for The Department for Business, Energy and Industrial Strategy by BEIS Internal Communications*

**Judges’ comments:**

Using a reception as a channel - a truly innovative and unexpected approach. Communicating a new strategy to staff is always a challenge, particularly if it has been long awaited but this use of the physical space and the screens in reception clearly made a good impact on staff. The time lapse video in particular was striking and effective. The link of the strategy back to the business objectives was clear and reflected positively in the measurement.

Awards of excellence:

- From small acorns... for National Trust by the National Trust Internal Communications Team
- Enabling colleagues to Connect for NBS by NBS
- Member Update website for Royal London by Wardour
- Digital Signage for British American Tobacco by British American Tobacco
Class winner:

O2 - Conference 2018 for O2

Judges’ comments:
Well-integrated, well-executed event with a strong alignment to core strategic messages and business model. Innovative pre-comms aligned with business platform and demonstrating a good understanding of employee audience. Good integration of new business platform (Workplace) to maximise adoption and driving ongoing use in the business.

Awards of excellence:
- Professional Services Company Software Coach Day 2017 for A ‘Big 4’ Professional Services Company by Chameleon Event Production
- HPC Family Day 2017 for HPC by HPC In house team
- Get Ahead Stay Ahead conference for Employees by Gazprom Energy and Rapport
- We are VMB for Virgin Media Business by Top Banana
- Healthcare at Home Vision 2020 Conference for HAH by Touch Associates
- Future Leaders for Tarmac by Tarmac internal communications and HR team
**CLASS: BEST DESIGN – PRINT**

**Class winner:**

*Pep Talk* for PepsiCo UK by beetroot and PepsiCo UK

**Judges’ comments:**

This magazine is confident, bold and knows what it wants to be. The evidence submitted for goals and clarity of purpose really help paint a picture that this is a publication which knows its audience and the publication is working hard to hit its targets. Competition was fierce but this cuts through with assurance and a deliberate, confident approach to design.

**Awards of excellence:**

- Engaging and Connecting for Hitachi Rail Europe by AB Publishing
- Your Magazine for Gatwick Airport by beetroot and Gatwick Airport
- Bitesize for Nationwide Building Society by Nationwide Building Society and Sequel Group

**CLASS: BEST DESIGN – DIGITAL**

**Class winner:**

*The Reporter Quarterly* for White and Case by Sequel Group

**Judges’ comments:**

We are certainly impressed by the publication. We love the effect of full-screen images that gently zoom in when you click on the page, and also the use of film as background images to the intros. It’s modern, sleek, and feels totally befitting of a law firm. It’s surprising in places and other little touches, such as clear calls to action and pull quotes, create a positive user experience. It feels incredibly simple, but effective and inventive at the same time. Top job.

**Awards of excellence:**

- PUR Market study for Covestro by AB Publishing
- Delivering globally for KPMG by AB Publishing
- Spotlight for Mercedes-Benz by Words&Pictures
**CLASS: BEST PHOTOGRAPHIC IMAGE**

**Class winner:**

*My other half* for Gatwick Airport by beetroot and Gatwick Airport

**Judges’ comments:**

This is an incredibly engaging concept which reminds everyone that their colleagues all have a life outside of work and it helps embed the concept that people bring their whole selves to work whether explicitly or not. Using a member of staff with a passion for photography as the photographer is inspired and including him in the final image strongly underlines its purpose.

**Award of excellence:**

- One magazine Elaine Oke front cover for Tarmac by 44 Communications and Roy Kilcullen

**CLASS: BEST ILLUSTRATION**

**Class winner:**

*Visual thought leadership* for Covestro by AB Publishing

**Judges’ comments:**

This entry is an outstanding example of how to take very complex data and simplify and structure it into a logical, digestible format which communicates its results and adds enormous value to the company who has commissioned it in the first place. And it lives on to be used elsewhere and become a valuable asset to the company.

**Awards of excellence:**

- ‘Food, farming and countryside’ for The Royal Society of Arts by Wardour
- Probuild Seasonal Campaigns for Probuild by Jaxyn
**Class: Best Writing for Print**

**Class winner:**

*International Women’s Day* for Transport for London by AB Publishing

**Judges’ comments:**

The team had a clear brief and delivered comprehensively against this. The magazine was knitted together with a focus on International Women’s Day, and it’s clear from the submission that a lot of thought went into the planning and approach, with attention to detail demonstrated. Overall this is a really strong piece of journalism which is well targeted, thoughtful and designed to inspire TfL’s workforce.

**Award of excellence:**

- Two banks, both Barclays for Barclaycard by Write the Talk

**Class: Best Writing for Digital**

**Class winner:**

*#DigitalDiaries* for NHS Digital and UCL Partners by Sequel Group

**Judges’ comments:**

The planning and execution of this campaign is strong with some great project management which demonstrates a clear sense of purpose. It was clearly high on the business agenda given that they were prepared to spend time and money on this initiative. The way in which the information was constructed and organised was very strong. The business casual style is engaging and easy to read.

**Award of excellence:**

- The Hub for Airbus in the UK by beetroot and Airbus in the UK
**Class winner:**

*Not Just Bants* for Network Rail by Network Rail and beetroot

**Judges’ comments:**

A simple message conveyed well. This is a well-planned and executed feature with short additional quotes and boxes to help those with less time to gain insight into the issues raised. The entry provides clear evidence of the impact of the feature, both anecdotally and statistically.

**Awards of excellence:**

- *Strength of Mind* - for World Mental Health Day for Airbus in the UK by beetroot and Airbus in the UK
- *Stroke of Genius, The Reporter Quarterly* for White and Case by Sequel Group
- *Smashing the ceiling* for Cobham by Wardour

**Class winner:**

*Values in Action Storytelling* for Lloyds Banking Group - Commercial Banking by the Communications Team

**Judges’ comments:**

A truly motivating and engaging storytelling campaign that demonstrates great understanding of audience plus a fitting way to influence attitude and culture. Well thought-out and planned, the entry was creative and had substantial impact, gaining points for the increase in the colleague survey around ‘I feel valued...’. Great results.

**Awards of excellence:**

- *Speaking Out for Fair Credit* for Carnegie UK Trust by 20/20 Productions
- *Bold storytelling to inspire the next generation* for Hitachi Rail Europe by AB Publishing
- *Mediterranean diet in Heart Matters* for British Heart Foundation by Wardour and the British Heart Foundation
Class winner:

Probuild Building Safety Greatness for Probuild by Jaxzyn

Judges' comments:

Jaxzyn has done a stand-out job on every aspect of the campaign, from tone of voice to outcomes and evaluation. A very well considered and implemented piece of work to be very proud of. It's great!

Awards of excellence:

- Understanding, belief and action at Nationwide Building Society by The Internal Communication team at Nationwide Building Society
- Tuesdays With Bernie Awareness Campaign for Phillips 66 by Twist & Shout Communications
- The Tarmac Way for Tarmac by Tarmac internal communications and HR team
- DLG Bristol Office for Direct Line Group by Words & Pictures

Class winner:

HSBC Now Photo by HSBC Global Communications

Judges' comments:

It has clearly touched the hearts and minds of HSBC people, and brought alive their global audience. The simplicity yet effectiveness of the strategy meant that it has had many benefits. It's personal, powerful, cost effective and long term. It had the sweet spot for a successful internal comms campaign in that it’s been used for both internal and external audiences, demonstrating the influence that the right strategy can have.

Awards of excellence:

- Novartis Safety Scenarios for Novartis by Jaxzyn
- DLG Bristol Office for Direct Line Group by Words & Pictures
**Class winner:**

*Working Smarter – Invest Quest* for Northumbrian Water by Northumbrian Water

**Judges’ comments:**

What a fabulous idea. Faced with tough business numbers and savings to be made, the business turned to those who were most likely to have the solutions – employees. A Dragons Den-style event is not new, but this one certainly hit the mark, smashing the original targets and coming up with real and tangible business benefit. In keeping with the idea of money-saving, the campaign was at pretty much no cost, using the channels and assets already available. The impact on the business was clear – not only through these results but in the fact that there has been a second quest.

**Awards of excellence:**

- A great place to Workplace for Home Group by Nicola Crowley and Mark Cottier
- In the Noe for Beiersdor, Northern Europe by Sequel Group
- Scan it. Bin it. Done it. for Allied Irish Banks by Write the Talk
Class winner:
Rachy McKenzie at Words&Pictures

Judges’ comments:
Rachy is bringing fresh-thinking to client work, drawing on both her design skills and her talent for calligraphy and illustration. The work examples shared demonstrate that Rachy understands her audiences, and the Direct Line project in particular proved to be a great vehicle for her thinking, approach and ability to deliver. She’s flexible and agile, working across campaigns and storyboarding and is epitomising the skills, insight and talents that today’s IC designer needs to bring to raise work beyond the newsletter and into engaging workplaces.

Awards of excellence:
- Neil Sweetman at AB Publishing
- Jess Foley at AB Publishing

Class winner:
Dougal Jackson at Jaxzyn

Judges’ comments:
This entry demonstrates all that is best about good business writing. Dougal has taken the time and applied his skill to understand not only what various businesses need from their written content but also what is going to appeal to their audiences. His written style - focused on how people really converse in everyday life - is not only practical but engaging.
**Class winner:**

Simone Corgan at Network Rail

**Judges’ comments:**

Simone possess the skills that any large business needs in their comms department. She is creative, skilled, thorough and most importantly, cares about her audience. The qualities of the publications submitted were excellent, and really drew the reader in, resulting in a personal and practical read. There were some serious messages being communicated in the magazines, yet the right tone of voice and engaging layout and variety of stories landed well.

**Awards of excellence:**

- Alex Smith at CPL
- Luke Hamer at Tarmac

**Class winner:**

Nina Ghataura

**Judges’ comments:**

Evidence of clarity of purpose driven by new business strategy and leadership team and good evidence of personal impact. Creativity demonstrated by addition of storytelling and conversational approach, along with strong metrics on growth in engagement and internal social channel from a standing start. A very strong submission which demonstrates the impact that high quality internal comms partnership can have on overall business results.

**Awards of excellence:**

- Rich Baker
Class winner:
Words&Pictures

Judges’ comments:
This entry clearly demonstrates the focus of Words&Pictures, especially on the Lifetime Employer Communications™ (LEC) approach, which seems to apply just as much to the agency’s own employees as to those of its clients. There is vision which drives the team’s energy and ideas, creating outstanding products. Planning of each example of client work is clear and demonstrates skill alongside creativity. Impact is clearly measured, with both anecdotal and statistical evidence. The story told in the entry is enhanced by both photography and design but is backed up with clear and detailed evidence. W&P obviously work well in partnership with clients and values its employees. The team appears to work carefully and decisively alongside others in the internal communications industry.

Awards of excellence:
- Drp
- H&H
- Synergy Creative

Class winner:
Tarmac

Judges’ comments:
Clear objectives that showed a strong alignment to overall business strategy and objectives. A real focus on the team and their individual skills and interests and a sense of purpose and energy came across strongly. Great campaign approach that really demonstrated that they understand their audience needs. Clear evidence of impact and measurement with focus on continuous improvement for the future.

Awards of excellence:
- BDO
- Nationwide Building Society
- Vodafone UK
Class winner:
Scottish Water

Judges’ comments:
It is great to see a strategy which has the goals of the organisation clearly at heart - showing that the IC team is clear about the value it can add. There is a clear rationale for what the team is trying to do and it has been set up to deliver. It is positive to see such a commitment to on-going professional development of the team members through a variety of means - which is surely helping them to add value day to day.
MEET THE JUDGES
**MEET THE JUDGES**

**TARA ABBEY CIIC**

Tara is the Marketing Communications Manager at adm Group, a global marketing services company headquartered in London. Since joining adm in 2017, Tara has launched adm’s first global intranet – connecting employees across 27 countries, established regular internal and external communications, launched an employee engagement programme globally and has begun to grow the Marketing Communications function. Prior to adm, Tara worked at FTSE 10 companies SABMiller and GSK, where she found her passion for employee engagement and she continually strives to find new and innovative ways to communicate.

**RICH BAKER MBA FIIC**

Rich Baker MBA FIIC is a qualified, strategic and outcome-oriented senior communications manager and employee experience expert. He currently leads the corporate affairs team at Jaguar Land Rover’s flagship Solihull plant, responsible for external & internal communication, PR and stakeholder communication. Rich is also a pro bono board director at IoIC and owner of Hiyu, an employee experience consultancy.

He has over 25 years’ leadership experience, managing large and small teams, in unionised and regulated environments, and is a trained coach and facilitator.

**MARK BICKERDIKE**

Mark leads the UK&I Internal Communications team at Costa Coffee, the nation’s favourite coffee shop and the largest and fastest growing coffee shop chain in the UK.

He began his internal communications career 20 years ago by launching Midland Bank’s first intranet. Since then he’s undertaken UK and global internal communications roles at HSBC and the British Medical Association, before joining Costa Coffee last year.

Mark is a Certified Member of the IoIC and holds several industry awards and qualifications, including the IoIC’s Diploma of Proficiency in Internal Communication.

**DENISE BIRD-NEWELL CIIC**

Denise started her career in Human Resources over 17 years ago and has had internal communications within her remit during this time given the inextricable link with employee engagement.

Denise has led some large scale global communications projects where she has created the communication, change and training strategy. This has included technology projects that have allowed her to travel extensively and experience first-hand the difference internal communications can make to the success of a project.

Her most recent project was to implement Workplace by Facebook which saw an adoption rate of 82% of the business shortly after launch and connected a vast geography of front-line, field-based employees to the rest of the business.

Denise is extremely passionate about internal communication and employee engagement and the difference it can make to the overall performance and success of an organisation. Denise is currently Director of HR & Facilities at Clarins (UK) Ltd.
KIRSTY BOWEN CIIC

Kirsty has over 10 years’ experience leading internal communications functions and teams, and has been at Coventry Building Society since 2013. Working for a values-led organisation with high employee engagement may suggest there’s not much to do from an internal communications perspective, but this isn’t true. Continuing to improve and develop with a small budget and within a risk-averse financial services environment presents some interesting challenges!

Kirsty is also an active member of the IoIC Central team. She became Regional Director in July and continues to run the Coventry and Warwickshire hubs. She works as Internal Communications Manager for Coventry Building Society.

ADAM DRIVER

Adam is all about the content. A background in PR and comms, he has more than 12 years’ experience in the beer, pub, hospitality, healthcare, property and technology sectors. Previously working in-house at Greene King and Fuller’s (pubs and beer), he moved agency-side in London then Melbourne, Australia, with clients including AB InBev, SABMiller, Carlsberg UK, Expedia, Nestlé Professional and Lendlease UK. Adam is currently a senior account manager at Cambridge content marketing agency CPL, leading the AB InBev team and working across PR, new biz and digital marketing.

JOANNA HALL CIIC

Jo is a freelance Communications Consultant at AFIRE Communications whose experience in global leadership roles, project management and internal communication spans over 20 years. Combined with her Masters degree in Internal Communication Management and a Postgraduate Diploma in Strategic Leadership & Management, Jo blends both the strategic and practical in her passion for improving and demonstrating the value of internal communication.

Jo is a trained coach and mentor and supports many IC professionals across all industry sectors in her effort to build their confidence and capabilities and share her love of internal comms.

ANDY HOLT FIIC

A multi-award winning MD at Words&Pictures, Andy has helped the company build a world-class portfolio of brands. Committed to creativity and co-development, he and his team, have delivered imaginative, effective internal communications for the last 25 years. Andy is IoIC Northern Region Director, an IoIC Fellow and recently joined the IoIC Board. He helps grow IoIC in the regions and promotes the North as a centre of internal communication excellence.
OLI HOWARD CIIC

I am an internal communication and engagement professional currently working with the CIPD having previously headed up teams at the Civil Aviation Authority and Scope. As an IoIC board member, an alumnus of the IC postgrad diploma, and a representative of a professional body, I am enthusiastically committed to raising standards of practice within internal communication – and recognising the very best work carried out by practitioners.

KATE JONES FIIC

Kate is an award-winning internal communications specialist with over 20 years’ experience, both agency and in-house, across a range of industries. She is elected Chair of the Institute of Internal Communication, an IoIC Fellow and was named IoIC Internal Communicator of the Year 2016. She is Head of Communications & Corporate Affairs at Tarmac.

Twitter: @how_IC_it

SIAN JONES

I have been Head of Internal Communications at the Bank of England for just over three years. Prior to that, I worked in a variety of internal and external communications roles in central Government and the voluntary sector. I juggle full time work with my role as an adult bench magistrate in East London.

RACHEL MILLER FIIC

Rachel is the Director of All Things IC and helps internal communication practitioners excel through consultancy, training and advice.

She is a Chartered PR Practitioner and Fellow of both the Institute of Internal Communication and Chartered Institute of Public Relations (CIPR). CIPR named her Outstanding Independent Practitioner 2017 and she won the inaugural Best Individual Contribution to Internal Communication award from CIPR Inside. She’s a member of the Institute of Directors and Public Relations and Communication Association (PRCA) and holds a post-graduate diploma in Internal Communication Management from Kingston University. A regular industry judge and prolific blogger at allthingsic.com, her thoughts have been featured in a number of best-selling PR books. You can find Rachel on Twitter @AllthingsIC.
**SALLY OTTER**

Sally Otter trained as a journalist at Sheffield University and worked in print and television in Brighton, before moving into script-writing and e-learning design in London. She moved to the Muscular Dystrophy Campaign as a Web and Publications Editor, graduating through the organisation first as Internal Communications Manager and then to Head of Communications with responsibility for design, PR, publications and online. She moved to Oxford and Oxfam GB in 2010, starting as the Internal Communications Advisor in Finance & IT, before taking on the broader role of Head of Internal Communications at Oxfam GB in 2015.

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**JONATHAN PALMER**

Jonathan is a Strategic Internal Communications Business Partner for Arup. He has eleven years’ experience in internal and external communications in the UK and overseas, for organisations including The Royal Bank of Scotland, Standard Chartered, London Stock Exchange Group, the Cabinet Office, the Department for International Development and the Deputy Prime Minister’s Office.

Jonathan says “As a first-time judge, I was very impressed with the quality of all the entrants. It’s fascinating to see such a range of innovative thinking and creative execution. Very best of luck!”

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**SHEILA PARRY FIIC**

Sheila Parry has worked in business for forty years. For fifteen of them, she ran the blueballroom, a strategic and creative communications consultancy, where she worked with some of the world’s largest employers including adidas, the Deutsche Post DHL Group, Mars Drinks and Siemens. She is now an independent consultant, specialising in leadership communications, culture and values, and performance.

She is a Fellow and Mentor of the IoIC and served on its Board for 5 years first as Director of Professional Development and later as Director of Organisational Strategy.


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**HILARY ROBERTSON**

Hilary is a freelance writer and editor with many years’ experience in internal and external communications. Past and current clients include global, national and local businesses and brands: every brief is a challenge and every interview a delight. There’s satisfaction in sticking to deadlines and creating with words. Whether it’s content for websites, blogs, product descriptions, magazines, social media profiles, leaflets, newsletters or brochures, Hilary provides tools for communicating with employees, suppliers, customers and consumers.
RACHEL ROYALL
CIIC
Rachel Royall is Director of Communications at NHS Digital and has led Board level communications for complex organisations including the NHS, HMRC, Cabinet Office and Department of Health and Social Care.

Rachel is an advocate of implementing communication and engagement strategies for organisations that help drive culture change, leading to enhanced organisational performance and improved reputation.

Rachel is named as one of the top ten Director of Communications in the public sector in the PRWeek 2018 Power Book.

SIMON THRESH
Simon has nine years’ experience leading digital and content strategy for FTSE100 and FORTUNE500 multinationals. As Head of Digital at global brewer SABMiller, he developed an award-winning, content-led approach to digital communications and played a key role in the company’s digital transformation programme, building global capabilities in analytics, web build, intranet, social listening and content marketing. He subsequently created ABInBev’s first content and channel strategy, and led work to define and build a new Group intranet platform at insurance company RSA Group.

Simon will be joining global technology consultant and service provider Capgemini later this month, as Head of Digital and Content.

ANDY WILLIAMSON FIIC
Andy Williamson is Head of Internal Communications and Stakeholder Engagement at London Business School and a Director of the Institute of Internal Communications, where he is editor-in-chief of Voice, the award-winning member magazine.

During his career Andy has held senior roles in both internal and external communications in sectors including financial services, energy and higher education. He specialises in strategic leadership, change management and stakeholder engagement.
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Personal Group is a technology enabled employee services and communications business, working with employers to drive productivity though better employee engagement and a more motivated workforce. Personal Group’s services are delivered by Hapi, an innovative employee communications and benefits platform and app. With over 30 years’ experience, the Company provides employee services to over 2 million employees across the UK, across both private and public sector.

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We're Synergy Creative. We engage your people with award winning creative communications. Our inside out approach inspires your employees to be brand ambassadors and turns your customers into brand advocates. The result is a seamless customer experience at every contact with your brand.

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AB
All great organisations have a great story to tell. Our job is to bring that story to life with colour, warmth and sincerity. In short, our business is to inform, motivate and inspire yours. We’re AB – a fresh thinking, award-winning employee communications agency, founded in 1964.

abcomm.co.uk

FORTY FOUR
We’re a unique creative agency specialising in employee engagement. In a digital world, we’ll help you inspire and empower your workforce.

Critical to 44’s ongoing success is its well-established and ever-evolving partner network. Conceived in response to the traditional bricks and mortar agency approach and service model, 44 Communications is a fresh innovative option in the UK marketplace with a proven track record for communications excellence.

44communications.co.uk

TOP BANANA
Back in 1999, we set up Top Banana to create truly remarkable events and communications for leaders who want to create emotional and rational engagement with their audience... moments that connect the head and the heart. Today, we’re still dedicated to the art of helping leaders communicate better, through a team of 50 spirited individuals in our London and Midland offices.

top-b.com
**BEETROOT**

Beetroot helps clients to communicate with their employees in the most effective way possible, using any and every channel available. We started out as a publishing company specialising in internal communications, in print and online, and that still makes up a large part of our business. But we have moved with the times, and today we offer a full range of services across many channels – including consultancy, campaigns, employee engagement and content management.

[beetroot.co.uk](http://beetroot.co.uk)

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**UNILY**

Unily is an award-winning digital workplace solution designed to improve organizational productivity, efficiency and engagement. It offers global workforces the ability to communicate and collaborate from any device, anywhere serving as a driver for digital transformation. Unily serves its customers through offices in Surrey, UK; New York; Seattle and Sydney.

[unily.com](http://unily.com)

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**VMAGROUP**


VMAGROUP is the partner of choice for all your communications and marketing recruitment needs. Over the past four decades, VMAGROUP has paved the way as one of the industry’s leading recruitment firms. From household names of the consumer world to multinational organisations of the corporate, we have helped build formidable communications and marketing teams the world over.

Through pioneering thought leadership and research, our service remains rooted in a progressive and dynamic understanding of the industry. Our trusted voice has fostered long-lasting relationships with market leaders and hiring teams in all sectors. From mid-level to C-suite, agency to in-house, and permanent to interim, we are uniquely positioned to deliver on varied briefs of all specifications. We have a thriving and diverse network of the very best talent in the communications and marketing arena, meaning your search will always be handled with well-connected, expert care.

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