

Institute
of Internal
Communication

The power within

IoIC

ANNUAL REVIEW

2022

#WeMatterAtWork

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

Introduction

Suzanne Peck

IoIC president and FEIEA vice president

The past year has confirmed the need for IC to clearly explain employees' purpose at work.



At the start of 2022, in my president's new year blog, I put my money on 2022 being the year for internal comms to champion a better understanding of purpose within the workplace.

I said then that we had a great opportunity to help organisations really crystallise purpose – to make work meaningful so that employees better understand the 'why' of what they do as well as the 'what', contributing to more productive and successful workplaces.

And 2022 turned out to be quite the year to test that focus on clarity of purpose at work.

From the war in Ukraine, to soaring costs and the worsening economic impact on both business and personal finances, it's been interesting to see that business continues to be the institution we trust the most.

Edelman's latest Trust Barometer says that business is the only institution that respondents perceive to be both ethical and competent over the last three years.

Talking to IC professionals and IoIC members over the year, I believe that internal comms is contributing to this increased trust. Many of you are saying that you're increasing communications, not just in terms of regularity, reach and new ways

to collaborate, but also through the sheer range and depth of information that employees now 'expect' from their most trusted institution.

Employees want their employer to help make sense of the business vision, changing strategy and direction, to articulate a clear and strong stance on big environmental and societal issues, to be a reliable source of trustworthy information on mental and financial wellbeing.

IC's value within organisations continues to rise. 2023 is putting many IC professionals in a permanent 'state of readiness' as we flex and adapt to keep on top of changing business strategies and priorities.

But the last three years has proved our ability to rise to these challenges and to recalibrate and respond to continuing change to transform working lives.

Introduction

Jennifer Sproul
Chief executive, IoIC

It has been a year of considerable progress for the IoIC as we invested in your membership experience.



In 2022, we were thrilled to be able to invest and embark upon a programme of digital transformation, which in July saw us launch a new website and systems. This has transformed the way members can interact with us and make use of their benefits. The feedback so far has been overwhelmingly positive, and we're delighted to see more members making use of the new site.

As part of this programme, one of the most significant developments has been the improved user experience of our knowledge bank, which now contains over 800 resources. We know that our members have a wide variety of interests and needs, so we have worked hard to ensure that the content we provide is relevant, accessible and easy to search.

Another highlight this year has been the launch of our new ethical guidance, which has been reviewed by expert practitioners to ensure it reflects the challenges that internal communicators experience. We believe that this guidance will be a valuable resource for members as they navigate the complex ethical issues that can arise in their work and will enable us to promote internal communication of the highest standards.

We updated our IoIC Profession Map. The Map was designed to help practitioners understand the skills, knowledge and behaviours they need to succeed in their careers. Additionally, we aligned the Map with

our membership grades, which can be gained through a new online experience assessment so that members can demonstrate their professional standards. And we've made it easier than ever for members to earn CPD points and stay up to date with their achievements.

Financially, we've had another excellent year, with our turnover increasing by 12% to £1,141,146 and we generated a healthy profit of £19,800 to maintain a robust level of reserves. We've invested heavily in our systems and infrastructure, which has enabled us to grow our membership to its highest level yet. We're excited to welcome so many new members to our community and look forward to supporting them as they progress in their careers.

Overall, it's been a year of digital transformation and growth for our membership body and we will continue in our work to raise the profile of internal communication and drive forward our outreach programme to attract diverse talent to this amazing profession.

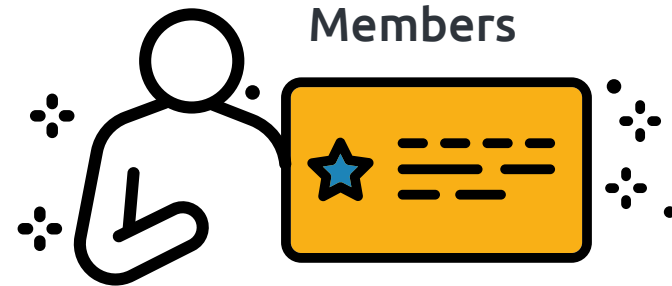
Thank you for your continued support and to all those who have given their time so generously and, of course, I am extremely grateful for the hard work and dedication of the HQ team.

We're excited to see what the future holds and look forward to continuing to provide our members with the support and resources they need to succeed in their careers.

Membership

2,010

Members



620

New members



Increase in membership

Regions and Networks



11 Regional hub events supported



3 Dedicated FutureNet events



We created a dedicated online community space for our regional volunteers

Professional Development

76



Training courses delivered to 1,081 members and 948 non-members (2,029 delegates overall)

18



Students enrolled onto the Masters in Internal Communication Management programme

30



Students awarded IoIC Diplomas: 19 for the IoIC Foundation Diploma, and 11 for the IoIC Advanced Diploma

86



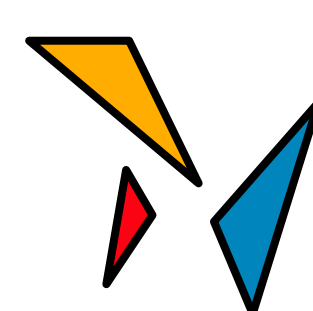
Matched mentees and mentors (43 pairs across 3 rounds)

Awards



34

National awards given out



400

nearly 400 guests attended the National Awards Dinner in London

Events

1,277

People registered for online events



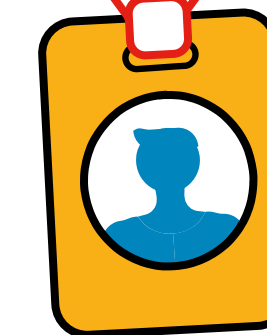
22

Events run (online and in person)

Festival

125

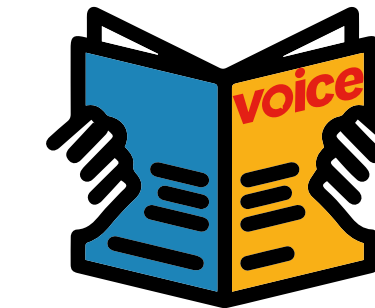
Delegates who attended the 2022 IoIC Festival, with 93% saying the festival gave them examples/advice that would help them in their roles



Content and Resources

4

Issues of *Voice* magazine



19

Podcast episodes



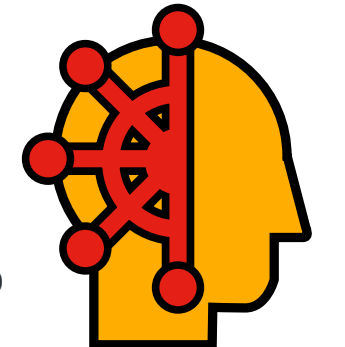
50

Voice Online, articles posted



2

Thought leadership reports



7

New case studies



20+

Blog posts



3

Peer-reviewed factsheets published



Guide to ethical practice



Delivering a high standard of membership experience

Members are at the heart of the IoIC and it is essential we create and deliver new and engaging ways for our members to connect with content, engage in conversations and fully utilise their benefits.



2022 highlights

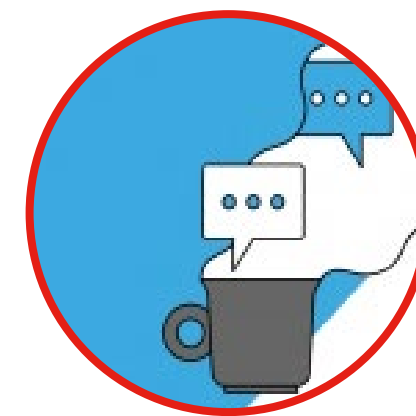
Membership growth and new team members

Our professional community experienced substantial growth as we welcomed more than 600 new members to the IoIC in 2022. This includes those who joined as individuals as well as through our team membership scheme, which aims to provide IC teams with access to benefits that support their learning and development requirements. We take great pride in the fact that our membership is at its highest level ever in the Institute's history.



New IoIC website for improved digital experience

Our biggest digital project this year was the launch of our brand new IoIC website. Designed to provide members with an improved user experience through better search functionality and a more streamlined design, the website also includes members-only content and resources to help users stay up to date with the latest trends and best practices in internal communication.



The launch of the new website also paves the way for the development of exclusive volunteer sections and more interactive capabilities to network with other IC professionals. Overall, the new website is designed to be more user-friendly and to better support our members, providing them with the tools and resources they need to be successful in their careers.

Huddles and networks

2022 was a year of taking stock. Post-pandemic, many of us were adjusting to hybrid working and learning how to come together in new and different ways. The HQ team looked at and evaluated ways in which we can better support and grow our networks, and began preparation for our 2023 Roadshow where we committed to reinvigorating our regional networks and volunteer force.

We ended 2022 with the return of our huddles, now branded Let's Talk, designed to support our members as they have confidential conversations about current and relevant challenges they're currently facing.

Delivering a high standard of membership experience



IoIC Festival

A highlight of 2022 was our second IoIC Festival, bringing like-minded professionals together for a unique networking and learning opportunity. Once again, delegates were able to build their own schedule by selecting content sessions of their choice across three zones. The 'un-conference' event experience had attendees leaving inspired after a great two days.

The Festival continues to grow in popularity as we prepare to bring it back for a third year in 2023, with even more engaging content and speakers to choose from.



National Awards

In 2022, we were once again able to host our annual Awards Dinner at The Brewery in London. It was another fantastic evening of celebration, which saw us rejoin the community face-to-face with great food and entertainment as we recognised the amazing work within the internal communication profession.

With the distribution of over 30 awards, we recognised everything from great channels and talented and hard-working people, to effective strategies and campaigns. The event was a showcase of incredible professional achievements in 2021 and an amazing opportunity for nearly 400 guests to celebrate together.

Driving the professionalisation and ethical practice of internal communication

We continued to drive the standards of internal communication as a distinct discipline with requisite knowledge, skills and ethical standards, which can be gained via education and lifelong learning.

2022 highlights



Qualifications – growing student numbers

In 2022, we saw growing numbers of internal communication practitioners registering for IoIC qualifications, and we awarded 48 students across our Foundation Diploma, Advanced Diploma and Masters in Internal Communication Management. Our qualifications are accredited by Solent University, providing students with both industry and academic awards.



New courses and virtual training continues

We continued to offer virtual training courses, allowing for increased registrations across the globe with greater access to our portfolio of more than 30 courses. We have continued to develop our courses in this new virtual format and we further added to our portfolio to reflect the changing landscape of skills, with new courses including: *Inclusive Language Masterclass, Employee Wellbeing Workshop, The Power of Purpose, Resilience for Internal Communicators Workshop, The Employee Lifecycle: Creating Moments That Matter*, and *Introduction to Employee Experience*.



Mentoring

Our mentoring programme matched 86 mentees and mentors in 2022. In response to feedback to enable both the support of formal and informal mentoring relationships, we continue to develop the process to support the needs of our membership.

Driving the professionalisation and ethical practice of internal communication



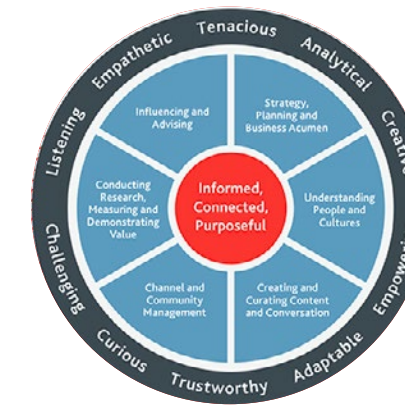
FastTrack

We introduced a new 10-week FastTrack Coaching and Learning Programme aimed at those starting out in their IC careers. The course attracted a full cohort of 11 on its first iteration.



Ethics Guide

The IoIC's ethics guide was created to further support the professional standards of internal communication by focusing on our ethical practice, setting out the principles and giving advice for making ethical decisions.



Profession Map update

Working closely with our Professional Development Advisory Board, in 2022 we conducted a light touch review of the IoIC Profession Map to ensure the content remains relevant and reflective for the role of internal communicators, and to allow for a more interactive feel and more functionality through the new IoIC website.

The new digital design has been enhanced with changes that include:

- improved guidance, language and signposting, ensuring that key priorities are fully integrated into the framework
- further embedding themes of inclusion, wellbeing, accessibility and equity into the map and guidance, and
- updates in line with changing ways of working, in particular hybrid/flexible working and running hybrid events.

Develop and deliver thought leadership and practical resources of the highest standards

Providing our members with the very best content, advice, and resources to tackle current challenges and future trends is fundamental to our work at the IoIC.



2022 highlights

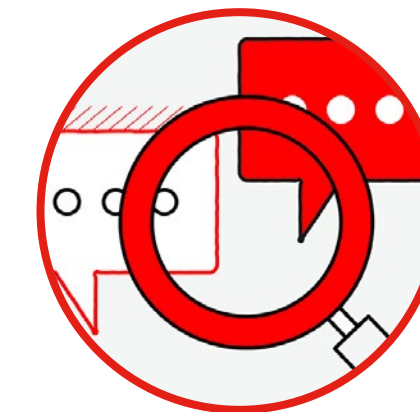
Thought leadership reports – focus on topics

With the mission to highlight the critical role of the internal communications profession, we continued to look at the Future of Work and produced two reports: *Future of Work Trends Report 2022*, and *Scenario Planning: Four Futures of Internal Communication*.



Future of IC podcast

The Future of Internal Communication podcast released 19 new episodes in 2022, reaching 9,000 total downloads. Seasons three to five of the podcast continued exploring changes in the way we work, and the future of the internal communication profession. We welcomed a number of renowned guests and discussed topics including the cost-of-living crisis, intergenerational working, employee voice and the role of the internal communicator.



Case studies

In 2022, we shared more case studies from our National Awards across the following categories: Best Leadership Communication, Best Use of a Social Channel, Game Changer, Best Newspaper/Newsletter, Best Engagement Programme, Best Strategic Collaboration, and Best Single Campaign.



On-demand library (webinars)

We hosted 15 webinars in 2022, all of which were recorded and made available exclusively for members. Our on-demand library of recorded webinars with advice from subject matter experts hosts over 70 recordings that members can access at any time.

Develop and deliver thought leadership and practical resources of the highest standards



Voice magazine

In 2022, our *Voice* magazine remained a treasured inclusion in our membership perks, and was distributed quarterly to our members. In October 2022, *Voice* was the overall winner of the Best Association Newsletter, Blog, Online or Physical Publication (circulation up to 6,500) category in the Association Excellence Awards.

The magazine's content spanned a diverse range of topics, encompassing communication techniques such as empathy, onboarding new employees, effective tone and language usage, communicating with line managers, cybersecurity awareness, mental health, community engagement, upcoming internal communications trends, accessibility in communication, hybrid working models, podcasts, the psychology of communication, channel audits, and employee advocacy.

We extend our heartfelt appreciation to all our esteemed contributors who generously shared their invaluable experiences and insights with us.

Financials

The following summary of key financial information is extracted from the audited accounts for the year 2022. 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	2022	2021
Subscriptions	£314,195	£294,520
National awards	£121,785	£119,891
Conference	£39,369	£40,411
Professional development	£589,450	£496,693
Sponsorship	£51,850	£66,300
Regional events	£23,073	£115
Sundry income	£1,424	£2,221
Total	£1,141,146	£1,020,151

Expenditure	2022	2021
Cost of sales	£581,052	£472,384
Operating costs	£540,294	£428,533
Total	£1,121,346	£900,917

Operating surplus/(deficit)	2022	2021
Surplus/(deficit) before tax	£19,800	£119,234

	2022	2021
Fixed assets		
Intangible assets	£70,405	£15,250
Tangible assets	£6,827	£6,589
Current assets		
Debtors	£169,456	£164,737
Cash at bank and in hand	£280,975	£302,166
Creditors: amounts falling due within one year	(£269,740)	(£250,620)
Net current assets	£180,691	£216,283

Net assets/Capital and reserves	£257,923	£238,122
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Company details

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.



IoIC Board of Directors

Elected:

Suzanne Peck, IoIC president
Jennifer Sproul, chief executive
Kirsty Bowen, board director
Liz Cochrane, board director
Laura Colantuono, board director
Helen Deverell, board director
Jan Fitzgerald, board director
Will Fox, board director
Andrew Harvey, board director
Andy Holt, board director
Joanna Parsons, board director
Joe Salmon, board director
Justine Stevenson, board director
Tiffany Watson, board director

Co-opted:

Chris Coburn, board director
Helen Connolly, board director
Paul Diggins, board director
Nicola McLaughlin, board director
Claudi Schneider, board director

Elected Board Directors	2022 Attended (out of 11 meetings)
Suzanne Peck , IoIC president	10/11
Jennifer Sproul , chief executive	11/11
Kirsty Bowen , board director	9/11
Liz Cochrane , board director	8/11
Laura Colantuono , board director*	4/7
Helen Deverell , board director	8/11
Jan Fitzgerald , board director **	4/11
Will Fox , board director*	4/7
Andrew Harvey , board director	8/11
Andy Holt , board director	4/11
Joanna Parsons , board director	5/11
Joe Salmon , board director*	4/7
Justine Stevenson , board director	9/11
Tiffany Watson , board director	7/11
Co-opted Board Directors	
Chris Coburn , board director	9/11
Helen Connolly , board director	10/11
Paul Diggins , board director	8/11
Nicola McLaughlin , board director	7/11
Claudi Schneider , board director	7/11

Head office:

Jennifer Sproul, chief executive
Emily Darling, professional development manager
Rebecca Nicholls, events, networks & awards manager
Richard Bowes, membership manager
Samantha Medaglia, content and communication manager
Georgina Oliveira, finance and operations co-ordinator
Kirstie Godber, professional development co-ordinator

*Elected May 2022

**On maternity leave from August 2022

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