



IoIC
Awards
2024

Book of the Night

26.9.2024

CELEBRATING 75 YEARS OF INSPIRING INTERNAL COMMUNICATION



Justine Stevenson
IoIC Awards Chairman

An honour

As a profession, we continue to demonstrate the vital role that internal communication plays in organisations. This year this is represented by the nearly 300 inspiring submissions to our Awards - delivering excellence across the whole span of internal communication. To quote one of the judges they are "so uplifting for the pride in our profession." And that sums it up for me too – presiding over these Awards makes me enormously proud.

I especially want to thank our judging panel of senior and experienced IC professionals, experts in their field, who rigorously evaluated all entries. Importantly, and unique to the IoIC, they also wrote a critique for every entry which highlights what they really appreciated and some suggestions of what might be improved or developed in the future.

We knew we couldn't have a celebration of Award winners in the IoIC's 75th year just anywhere so I am thrilled to welcome those shortlisted to the iconic Natural History Museum. The dinner is always a highlight for me, the atmosphere is electric, and it is an honour to share such a special night with you.

This Book of the Night lists all those shortlisted and the winners, along with their entry statement and some words from the judges about what made that entry award winning.

Congratulations to everyone who was shortlisted and a special well done to the winners.



Jennifer Sproul
IoIC Chief Executive

And a privilege

For 75 years, the IoIC has been at the forefront of helping organisations and people succeed through promoting internal communication of the highest standard. It is still the only independent professional body and not-for-profit organisation solely dedicated to internal communication; we've witnessed firsthand the profound impact of effective internal communication in the workplace.

Reflecting on our rich history, one thing remains constant: the human need to feel valued and that you matter at work and internal communication has always been at the heart of this.

Great internal communication was, is, and continues to be, the backbone of organisations. It's the glue that binds not only leadership to employees but it also helps create relationships, brings meaning to our work, enables change and helps everyone understand the organisation's journey and the role they play within it.

It is truly a privilege to lead your Institute to shine a light on and celebrate the incredible work you all do. These awards are testament to the power of this profession, your hard work and unwavering commitment to excellence.

Congratulations to you all.

Thank you to our 2024 IoIC Awards Judges

Heather Armond
Nicole Bearne
Ross Behenna
Sinead Bell
Kirsty Bowen
Sherrie Burnham
Allison Cary
Laura Colantuono
Helen Connolly
Helen Deverell
Lorraine Donald
Nicki Dyson
Ruth Findlay
Melisaan Foster
Will Fox
Naomi Goodman
Jo Godfrey
Michala Griffin
Shalini Gupta
Alison Harmer
Melanie Hinds

Ann Hood
Oli Howard
Binal Jani
Rob Jones
Tracy Keates
Nicola Lally
Sandra Lowman-Simpson
Peter Lyons
Rebecca Marks
Eduvie Martin
Rachel Miller
Yvonne O'Hara
Sally Otter
Chris Payne
Max Puller
Kate Ruberry-Shoemack
Joe Salmon
Claudi Schneider
Sonia Squires
Claire Widd



**CATEGORY
CHANNELS**



CHANNELS

Best Intranet

winner

Creating a new 'Mutualnet' - a SharePoint hosted intranet, moving from an externally sourced solution by The NFU Mutual Internal Communications Team with a little help from our friends in IT.



Entry Statement

NFU Mutual is a company that offers a wide range of products including general insurance, life, pensions, and investments. It serves its customers through a network of around 300 agencies across the UK and employs around 4,500 employees in its regional service centres and Head Office.

The Internal Communications team (IC team), made up of 16 colleagues, is part of a wider Communications and Reputation team. In 2023, the IC team focused on responding to newly established hybrid working patterns, future-proofing communications and channels, ensuring visibility of leaders in a virtual world, and encouraging a sense of belonging amongst employees.

There were also key business objectives in 2023, to launch and embed the company-wide business strategy, and building trust and engagement with the newly appointed Executive leaders. The team also launched a new SharePoint hosted intranet – it was an extremely busy year!

What the judges said: “You set out a really clear statement of the challenges and problems faced before the project began. We saw a direct link to business objectives and clear business benefits being sought, with significant financial savings. We hope that you continue to build the intranet’s impact and demonstrate the value that the internal communications team brings to the business.”

Awards of Excellence

- *AFEMEA XChange* by Amcor AFEMEA Communications and HR and The Culture Club
- *Essex County Council Intranet* by Essex County Council
- *Connecting the Dots: How Wipro Revolutionized its Employee Experience* by Wipro

CHANNELS

Best News Channel

winner

Checkout by People Strategy & Communications,
Tesco Bank



Entry Statement

Our Checkout email is a fortnightly news channel, designed to bring the topical events in the bank to life through the eyes of our colleagues. Building on strong performance metrics from 2022, we enhanced and refreshed the content strategy and look and feel to connect to our business strategy and purpose. It's a creative, emotive and Tesco-style guide through the big news in the Bank.

Our approach has delivered excellent results: an average open rate of 85% - 20% above Poppulo's benchmark. Clickthrough of 10%, and now up around 16% over the last six issues.

And our annual opinion survey shows improvement in the key metrics Checkout targets:

- 83% felt the link between our purpose and their work was clear (+9)
- 79% feel we share information that helps customers make the right decisions (+8)
- Colleagues' Net Promoter Score for Tesco was +10 (+8)
- 81% say they'd recommend us as a great place to work (+11 compared to other financial services companies and +9 from 2023)

What the judges said: "The tie-in with your company purpose and Great Place to Work message is exemplary. I like the engaging way in which Checkout keeps colleagues informed. It's clear that you have achieved your goals. Improving clickthrough +1 and over the last 6 issues, when the figure was already high, is particularly impressive. From the scores, you have demonstrated that you understand your audience."

Awards of Excellence

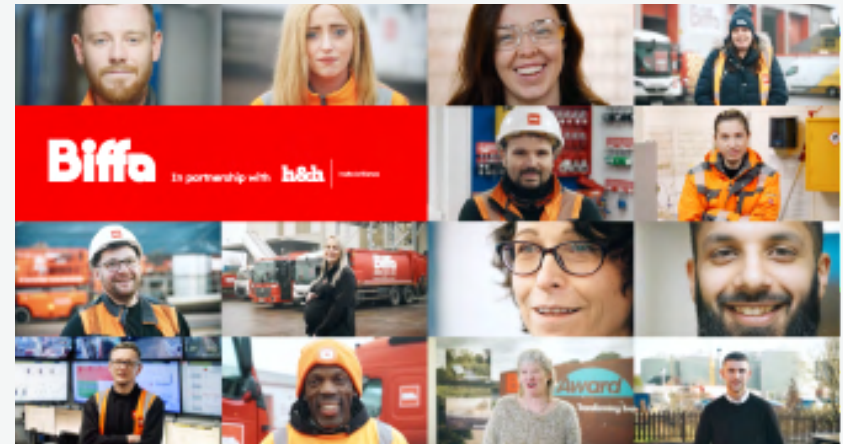
- *BDO'Clock News* by BDO Internal Communications Team
- *Connect News* by Cambridge University Press & Assessment
- *Pep Talk* by PepsiCo UK and beetroot

CHANNELS

Best Video/Animation



We Are Biffa: Shifting mindsets and sparking business-wide conversations by Biffa and H&H



Entry Statement

Biffa's DE&I strategy has netted some stellar achievements in terms of inclusive working practices, action groups and exceeding diversity targets.

We wanted to build on this success by making DE&I a conversation everyone at Biffa felt part of – so that our people feel proud, safe and excited to talk openly about the many ways in which we're all unique. The We Are Biffa video grabbed attention by facing stereotypes head on. Featuring real employees talking about the false perceptions around different strands of DE&I, it sent a clear message about how invalid and potentially damaging such stereotypes were.

And it brought these ideas out into the open so that colleagues could explore them together. Challenging mindsets, building pride, sparking business-wide conversations and leading to an enthusiastic uptake of wraparound DE&I training – including webinars and workshops that empowered leaders to fully engage their teams in open, honest and inclusive DE&I conversations.

What the judges said: "An emotional video that was very well thought through and delivered. There were very clear goals, and extensive research and planning with a clear articulation of purpose and outcome driven results. The voice of employees made it authentic, genuine and real. Strong measurement and stats after the video, and it fit well into the wider plan."

Awards of Excellence

- *Unilever: Integrity Matters 2023 – Season 2 & Offline* by MGA, Spark&Ignite, Shiftology
- *TfL Action on Inclusion* by Transport for London and AB
- *Autumn at Warwick* by The University of Warwick
- *Wilson's story* by The Virgin Money Colleague Communications team
- *Voyage Care's We are Family video* by Voyage Care
- *Biffa: Safer Together Toolkit* by We Are Brass Tacks

CHANNELS Best Magazine



Launch of new employee magazine by Bupa Dental Care



Entry Statement

In 2023, Bupa Dental Care faced significant challenges including declining investment, stagnant staff morale, and patient dissatisfaction. Amidst industry-wide competition, dentist shortages, and pressures from Covid and inflation, a new General Manager initiated a transformative reorganisation linked to a refreshed business strategy. This strategic pivot aimed to revitalise internal communications and boost employee engagement.

Extensive qualitative research and stakeholder consultation inspired the launch of 'Practice Health', a conventional print magazine supported by a digital version, tailored to the needs of our 7,500 patient-facing staff. This approach not only strengthened connections with employees, including self-employed dentists targeted for clinical hours by competitors but also received an overwhelmingly positive reception. Rated 4.65/5, the magazine contributed to improved attrition rates and proactive feedback, surpassing expectations and enriching both engagement and organisational culture.

What the judges said: "There is excellent description of the context and understanding of the audience and their challenges. The team undertook an impressive listening approach which helped devise the right content in both paper and digital format, as well as giving consideration to carbon implications."

Awards of Excellence

- *Dialogue magazine* by Durham University
- *Nestlé Gazette* by Nestlé and Sequel Group

CHANNELS

Best New or Relunched Channel



Engaging the hard to reach – Grid:home field experience by Colleague Communications and Engagement, National Grid

Grid: home

Entry Statement

Engaging the hard to reach – how we made our intranet field-worker friendly.

For many years, it felt like our field force was disconnected from the rest of the organisation. When we launched a company-wide campaign or shared important announcements, our remote workers were often slow to respond and had to rely on word-of-mouth rather than digital solutions to stay up to date. So, we launched Grid:home, our new intranet with a simple vision – create a digital space to connect and engage people. Any time. Anywhere. On any device.

Grid:home is for everyone at National Grid, and we have now launched a version for those of our US colleagues in the field; with real-time communications, accessible safety information, and apps and tools at the click of a button, we have successfully united remote field workers, offering them a practical experience that bridges the gap between the field and the office.

What the judges said: “What I especially like about this project is how much the target audience has been put at the centre of it. Working with a control group of frontline employees is a really good idea, allowing the app/intranet to be positioned to this group of users and something designed by and for them, would have done a lot to reduce potential scepticism. A very credible project with much to commend it.”

Awards of Excellence

- *Butlin's Buzz* by Butlin's
- *Refreshing the intranet: a new digital home for Cancer Research UK* by Cancer Research UK
- *The Wrap* by Cooper Parry
- *Re-imagining our employee & company connections* by HBX Group's Internal Comms Team
- *Double the engagement, double the fun: how the John Lewis Partnership's intranet refresh boosted employee engagement* by The John Lewis Partnership Communications team
- *Team Talk* by Tesco Bank People Strategy & Communications

CHANNELS Best Podcast



Tech & Soul by Colt Technology Services



Entry Statement

In 2023 we were looking for new ways to deepen our employee brand advocacy and connections with our fellow Colties. We also acquired a new company in November, so ways to boost culture and support integration were key.

It had to be something that felt different, less corporate and something which wasn't just another place to get the same business updates.

Podcasts have become a cornerstone of modern media consumption due to their convenience, accessibility and diverse range of content.

We wanted to use this power of audio to make our employees feel connected, empowered and inspired.

The Tech & Soul podcast was born.

Our new employee hosted podcast unpicks big questions with original thinking through a human-first lens.

Tech & Soul - where curiosity drives the dialogue.

What the judges said: "The podcast is a well-executed initiative that has the potential to significantly enhance the sense of community and pride among Colt employees. We see the podcast growing in popularity and becoming an even more powerful tool for connection and inspiration."

CHANNELS

Best Event (virtual or in person)



VLM and VEAs by Voyage Care



Entry Statement

As the internal communications team at Voyage Care, a leading provider for people with learning disabilities, we organised our annual Voyage Leadership Meeting (VLM) and Voyage Excellence Awards (VEAs) to celebrate our colleagues' amazing contributions.

We meticulously planned the event, incorporating the launch of our new Employee Value Proposition (EVP) and adopting a 'love' theme. The event featured engaging videos we produced, interactive sessions like our 'Family Fortunes' game, and an awards ceremony hosted by celebrity Ellie Taylor. Our hard work paid off with a record-breaking 1,523 nominations, a 26% increase from last year, and an impressive Net Promoter Score of 83.

The event successfully aligned our colleagues with Voyage Care's purpose, strategy, and values while boosting morale and recognising outstanding performances. The EVP launch video received overwhelmingly positive feedback, with 88% rating it 10/10. We're proud that the VLM and VEAs proved to be a highly impactful and engaging event.

What the judges said: "The planning was meticulous and clearly extremely well organised. The execution was excellent and showed real care and consideration. The content demonstrated the value the Internal Comms team placed on inclusivity. We applauded the measurements section as they reported back on their goals with quantitative data and qualitative feedback. Excellent!"

Awards of Excellence

- *The Big Tune In* by Aegon Colleague Communications Team
- *StratFest 2023: Accelerating together at Silverstone* by Compare the Market
- *2023 Kaluza Conference* by Kaluza
- *NBCUniversal International Trolls 3 Family Screening* by NBCUniversal International Corporate Communications Team & SHIFT
- *Powering Our Purpose Live 2023* by Nottingham Building Society
- *Celebrating our 60th birthday* by phs Group
- *Best Event: CEO Awards – Santander UK and Definition* by Santander UK and Definition
- *Win Together Live* by Tesco Bank People Strategy & Communications
- *Squad Games* by Travelport and The Culture Club
- *Stars of the Commission* by The Gambling Commission
- *Wonders and Wows* by The University of Warwick
- *TfL's senior leadership event 2023* by Transport for London

CATEGORY SKILLS



SKILLS Best Imagery



Visualising our purpose by phs Group and Scriberia



Putting people at the heart of our products and services

Entry Statement

In 2023, phs Group launched our purpose, mission, vision and values. With a workforce that is dispersed, we wanted to bring them all together with this new strategy. To do that we knew we needed an image that would promote awareness, understanding and inclusivity.

We put in a business case to our executive team on the importance of this image – how we were going to design it and what it would be used for to secure budget. After we worked alongside Scriberia to create this image for phs Group – the first of its kind.

This image has contributed to an increase in our culture scores in our 2023 engagement survey alongside an 80% engagement score and an increase in eNPS from -3 to +3 and we attribute a large part of these results to our purpose, mission, vision and values launch, which this image was an integral part.

What the judges said: “I like the way this was developed thoughtfully and with plenty of engagement with the business. Integrated into existing channels and actively looked for ways to make the image work harder. It is clearly planned to have longevity and be a central part of ongoing campaigns, including for use with customers which joins up internal and external messaging.”

Awards of Excellence

- *Inspiring a World of Change Illustrated Map* by Engage for Canon EMEA

SKILLS

Best One-Off Feature



Showtime at Selfridges - Christmas Broadcast by Selfridges



Entry Statement

For the festive season of 2023, Selfridges took its cue from the world of theatre to put on a truly showstopping Christmas.

To get our team members feeling excited and well-informed about the festive season, we invited them to get their tickets ready to join us for an exclusive livestream event to preview Showtime at Selfridges.

Team members across our Retail and Head Office locations enjoyed a front row seat for the performance, as we took a peek behind the curtain at the best gifts, partywear, services, destinations, and experiences!

Building on our theatrical Christmas collaboration with the KitKat club, we invited Mason Alexander Park to host the event in our specially designed immersive Christmas set. Mason guided the audience through custom made spaces where a mixture of live in-person conversations took place alongside a selection of pre-recorded elements.

The result was a 45 minute festive spectacular that could be watched live or on playback.

What the judges said: “The objectives and goals are clear, and measurable with an ambition to sprinkle a bit of magic on Selfridges employees while informing, inspiring and creating excitement around Christmas. Execution is first class. The theatrical theme throughout is different, engaging, and really captures the magic of Christmas. The 2 min webcast highlight video is very impressive and left me wanting to see more!”

Awards of Excellence

- *Macmillan Culture Report* by Macmillan Direct Services and The Culture Club

SKILLS Best Design

winner

Water and Wastewater Cycles Graphic by Scottish Water
Internal Communications Team



Entry Statement

The Water and Wastewater Cycles Graphic, created in-house by and for Scottish Water, combined imagination, creativity, and internal communications expertise to produce a highly successful piece of design. The visual was created for use at senior leader events as an education piece, and to facilitate conversations in an interactive activity. The primary target audience possessed a varied level of understanding of the subject, ranging from basic to in-depth, so it was important to use a level of detail that was accurate and accessible for both.

Through a collaborative approach across two graphic designers, the wider Internal Communications team, and our stakeholders, we successfully created a visual that not only met all our goals and objectives but is now in demand from other parts of the business. Its versatility, engaging content, effective and future-proofed style make it a fantastic example of good design.

What the Judges said: “Repurposing an existing illustration was a strategic move. The illustration fit the purpose perfectly and demonstrated adaptability for future needs. This reuse not only saved resources but also ensured consistency in the visual communication. Overall, the visual approach to explaining complex information has proven to be an innovative and effective communication strategy.”

Awards of Excellence

- *Patients are Waiting: Emotionally connecting colleagues to our Growth Strategy and Purpose* by Astellas and H&H
- *Pep Talk* by PepsiCo UK and beetroot
- *The Leadership Playground* by The LEGO Group by Mr B & Friends

SKILLS Best Storytelling

A yellow ribbon-shaped badge with the word "winner" written in black text.

Celebrating our 60th birthday by phs Group



Entry Statement

phs Group celebrated their 60th birthday in 2023. Unlike previous milestone birthdays, we needed to support our digital first approach as we now have a dispersed workforce and decided to celebrate with a series of employee led videos.

These videos were all filmed, edited and communicated by the 1.5 internal comms team with no budget. They focused on our real people telling their real stories to celebrate their time at phs. We shared the videos on Viva Engage and they were the most engaged with communications throughout 2023 and we saw an increase of 47% traffic on this platform from the same time the year before as a result.

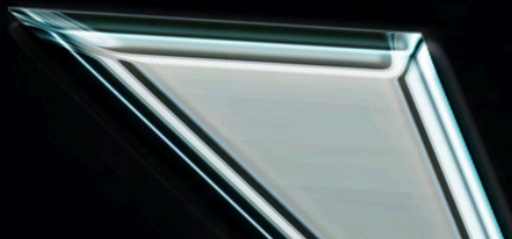
These videos also contributed to an increase in our culture scores in our 2023 engagement survey alongside an 80% engagement score and an increase in eNPS from -3 to +3.

What the judges said: "This entry made me smile and laugh, it felt heart-warming, not a word I'd normally use for an internal communication campaign. It is impressive that such a small team were able to deliver all this work themselves, with no budget. It's an epic task executed brilliantly."

Awards of Excellence

- *TfL Vision and Values* by Transport for London and AB
- *Biffa: Safer Together Digital Toolkit* by We Are Brass Tacks

CATEGORY INNOVATION



INNOVATION Game Changer



Use Better Words by SSEN and Better Company / StudioLR



Entry Statement

Great communication starts with great building blocks: words. Using the right words makes messages crystal clear, reduces stress and worry. But often organisations choose the wrong words: words that are too technical or too complex. Words that exclude.

Those words are a huge issue for the millions of adults in the UK who struggle with literacy. To support these customers, organisations need to change how they communicate, particularly if they work in complex or technical areas. They need to use fresh thinking and focus on words, rather than reaching for the brand book or the tov guide. And they need to spark this change with every employee at every level, because today, everyone's a communicator.

Better Words is a fresh approach to changing communication, focusing on helping everyone choose (and use) better words. We worked with SSEN to transform their customer communication, using fresh thinking to put the power into their people's hands.

What the judges said: "Wow! Simple but powerful. The very thorough research and insight that underpins the project approach and shaped the work really stood out to the judges. The execution is sensitive to the needs of colleagues and customers. The entry really puts across the thoughtful, targeted and thorough approach, and we particularly liked the examples of stakeholder engagement contributing to the outcome."

Awards of Excellence

- *ShadowHold* by Benefex Ltd, based on an idea by Simon Backwell and Tom Albery, written by Simon Backwell
- *Den of Disruption for Iceland Foods* by Cascade Productions
- *The Rubie Awards for DWF* by Cascade Productions
- *One Bank Week* by Central Bank of Ireland
- *Virtual Huddle Board* by Chase UK Communications Team

INNOVATION Innovative Use of Media/Technology

winner

Our Rocket Fuel Plan for Loop by Moto Hospitality

Entry Statement

Loop has been a game-changer for internal communications at Moto. With over 6000 colleagues, many of whom are on the front-line serving customers, it is more important than ever our communications land with the right colleagues and engage with them through a series of well-crafted technological advancements.

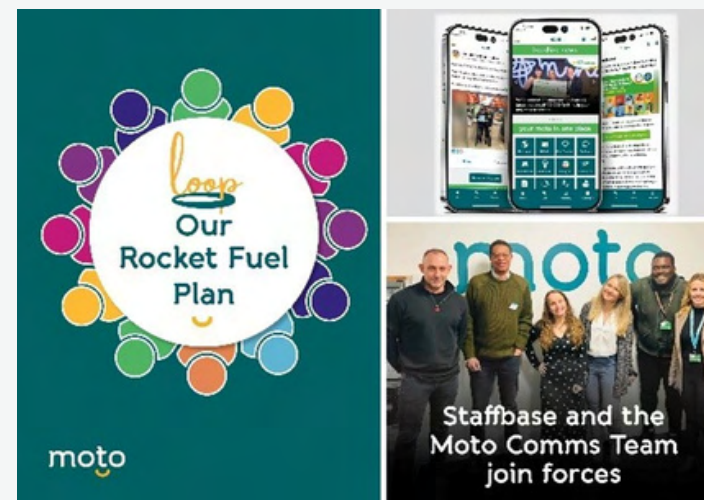
Through the unique and powerful Staffbase integration linking seamlessly with Reward Gateway, the reward and recognition team were able to help colleagues save over £20,000, also awarding colleagues with over £275,000 of Loop points to spend with our retail partners. This innovative integration allows colleagues to send ecards to say thank you, well done, congratulations and support national days which equated to over 9,000 ecards being sent. Loop was a huge contributing factor on increasing our happiness score to an amazing 81%, an 8% increase since 2020.

Utilising media such as podcasts and TikTok videos have really paved the way, as well as innovative gamification and AI to embrace colleague engagement demonstrated by the fact we have over 95% of our front-line retail and hospitality colleagues registered to it.

What the judges said: "It's an excellent example of an innovative piece of technology, which has helped integration and transformation of systems, is user friendly and engaging, with a FOMO element that has clearly made a very positive impact on the workforce. It was good to be able to see the different stages of development and the measurement of success and impact is very clear."

Awards of Excellence

- *Culture Report* by Macmillan Direct Services and The Culture Club
- *Royal Bank of Scotland and Ulster Bank brand refresh* by NatWest Group
- *Qualco Group – The high growth communication challenge* by Qualco Group and Cocentric





CATEGORY STRATEGY & CAMPAIGNS



STRATEGY & CAMPAIGNS

Best Leadership Communication Programme



Empowering Global Leaders to Drive Change by Afiniti



Entry Statement

When a 17,000-strong biopharmaceutical company needed to align the leaders of two recently restructured global functions to their new strategic visions, they called on Afiniti's people-centred communications expertise. After excelling in the initial ask to conduct discovery work, carry out audience research and develop engaging workshops, Afiniti were entrusted to drive the agendas, delivery and follow-up of flagship global leadership events for the two functions, including all pre- and post-event communications. This was the first time the extended leadership teams had been brought together, and the first time they had ever had a people-focused agenda. Because these were such strategically critical events, and because Afiniti was brought in to support just two months in advance of them, there was a lot of pressure to deliver. Fortunately, the Afiniti team were more than up to the task, as this submission demonstrates.

What the judges said: "Well-though through and brilliantly delivered. The post-event communications and materials strongly demonstrated the intent to ensure leadership were equipped to effectively engage their teams with the experience and equip them to lead change."

Awards of Excellence

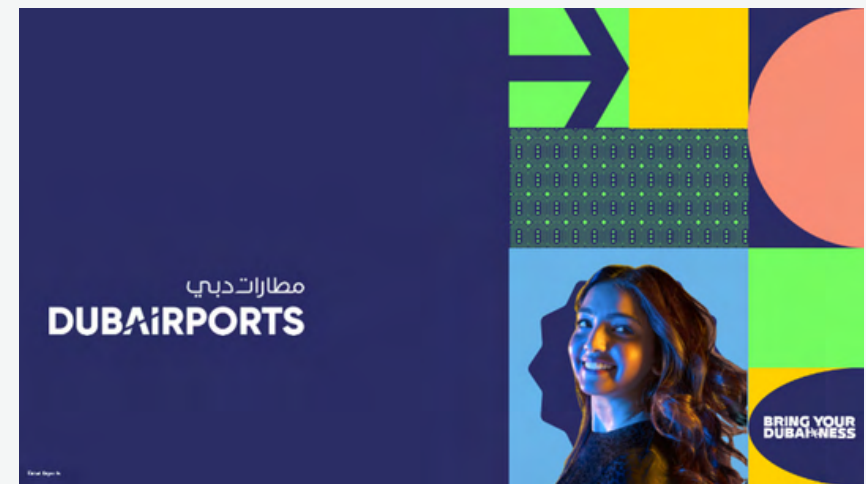
- *Currie & Brown plus+* by Currie & Brown and CH Strategic Communications
- *Leadership in the Spotlight: Powering up potential with a transformative 12-month programme* by East Riding of Yorkshire Council and H&H
- *Flutter UKI ONE* by Powered By Humans (a brand of Smyle)
- *Tower Hamlets Council - Internal Communications - Best Leadership Communication Programme* by Internal Communications Team, Tower Hamlets Council

STRATEGY & CAMPAIGNS

Best Ongoing Campaign



Bring Your Dubai-ness Internal Communications Campaign by Dubai Airports and The Engage Group



Entry Statement

At Dubai Airports, we're dedicated to delivering a world-class experience for all our customers, while prioritising safety, security, and environmental responsibility. Positioned at the forefront of Dubai's economic growth and global connectivity, we aim not just to be the biggest, but the best airport in the world. Our business goal is clear: to ensure every employee contributes to a unique experience reflective of Dubai Airports.

Recognising the pivotal role of combining culture, leadership, and strategy, we introduced Bring Your Dubai-ness (BYD) as our cultural initiative. Through workshops, shift briefings, and diverse communication channels, we have encouraged engagement and unity among employees. With Dubai's spirit as our guide, we crafted a Brand Communication program emphasising BYD, encouraging employees to embody this essence in their work.

This ongoing journey towards cultural transformation underscores our commitment to excellence and innovation in the aviation industry.

What the judges said: "A highly considered and creative campaign, Bring your Dubai-ness drew its inspiration from the very people it was looking to engage. The creative concept itself – of bringing your Dubai-ness – calls for employee engagement and there was a clear link between this campaign and how it supported Dubai Airports in achieving its overarching corporate strategy."

Awards of Excellence

- *Aviva makes it click* by Aviva plc
- *Bridgestone EMEA ACTIVE8* by Bridgestone EMEA and Sequel Group
- *Channel Your Comms - Deloitte UK* by Internal Communications and Engagement Team, Deloitte UK
- *Supporting our students through the cost-of-living crisis* by Durham University
- *Unilever: Integrity Matters 2023 – Season 2 & Offline* by MGA, Spark&Ignite, Shiftology
- *Leading with Purpose - Helping colleagues find their 'Why'* by Spirax Group - Steam Thermal Solutions
- *Tesco Bank Financial Results 23/24* by Tesco Bank People Strategy & Communications
- *TfL Vision and Values* by Transport for London and AB
- *Viridor: HomeSafe 100 Days* by We Are Brass Tacks

STRATEGY & CAMPAIGNS

Best Environmental, Social and Governance (ESG) Campaign

An Epic Fundraiser by Travelport



Entry Statement

Our mission was to connect employees with our revitalized ESG strategy and revive our CSR program. To achieve this, we needed a bold and engaging approach to rekindle the spirit of volunteering and fundraising that thrived before the pandemic.

We launched "Epic Events", empowering our team to embrace bold challenges and face their fears. By supporting these initiatives, communicating progress, and partnering with Save The Children, we showcased the impact of our fundraising efforts for children in crises.

We successfully raised over \$100,000 through global initiatives, with participation from over 1,400 employees. This engagement reminded many of our CSR program, which offers a day off for community service. Our 2023 Pulse survey indicated a 4% increase in employee belief in Travelport's commitment to environmental sustainability, rising from 86% in 2022 to 90% in 2023.

What the judges said: "There is clear explanation of the organisation and what it's trying to achieve. The objectives are strategic and achievable, and the campaign clearly aligns with the organisation's values. The judges particularly liked the acknowledgement around the need to ask employees to fundraise rather than donate. They took into account how external factors would impact their audience."

Awards of Excellence

- *Bridgestone EMEA ACTIVE8* by Bridgestone EMEA and Sequel Group
- *TeamUp®* by Moody's

STRATEGY & CAMPAIGNS

Best Employee Experience Programme



AQA Values Awards by AQA Internal Comms Team



Entry Statement

2022 had been a turbulent year for exam board AQA with a return to in person exams following the disruption caused by Covid. Charged with a focus on embedding our new values and allowing colleagues to see and value them in practice, the AQA Internal Comms team, and specifically Zoe Woodbridge, devised and ran the first ever AQA Values Awards. Peer nominated and judged by our senior leadership team, the awards culminated in a glittering awards night for colleagues across the business. But more than just the event, the awards paved the way for further activity focused on really embedding the values in everyday work and life at AQA.

What the judges said: "The planning was a real highlight – the initiative had been meticulously thought through, with all bases covered. Clarity on measurement and impact is great, with a good mixture of quantitative versus qualitative feedback. It was brilliant to see the achievement against the KPIs and colleagues clearly enjoyed it and felt suitably recognised."

Awards of Excellence

- *Voyage Care's Employee Value Proposition: We are Family* by Voyage Care

STRATEGY & CAMPAIGNS

Best Change/Transformation Campaign



Ericsson MELA Momentum Strategy Launch by Ericsson MELA and Lively Agency



Entry Statement

The MELA Momentum campaign successfully established a new strategic direction for Ericsson’s Europe & Latin America team, which spans more than 100 countries and 17 time zones. In a very large, distributed and culturally diverse team where strategic alignment had historically proven a challenge, this campaign quickly built a shared understanding of strategic priorities through its simple, clear messaging, and a creative approach that harnessed the team’s rich diversity to deliver a compelling narrative. By targeting digital channels and enlisting the support of both senior leaders and communication managers, the campaign achieved resonance at a local level while also aligning with Ericsson’s broader strategic objectives. Its ongoing success has helped position Ericsson to excel in a rapidly changing business landscape and empowered the team to rise to the connectivity challenges of the future.

What the judges said: “The objectives are clear and perfectly aligned with the business need. It shows that the comms team are seen as a strategic and valued asset. The scale of the target audience as well as the involvement of the leadership team and line manager is also very clear in the planning phase. Results are also impressive and well-detailed.”

Awards of Excellence

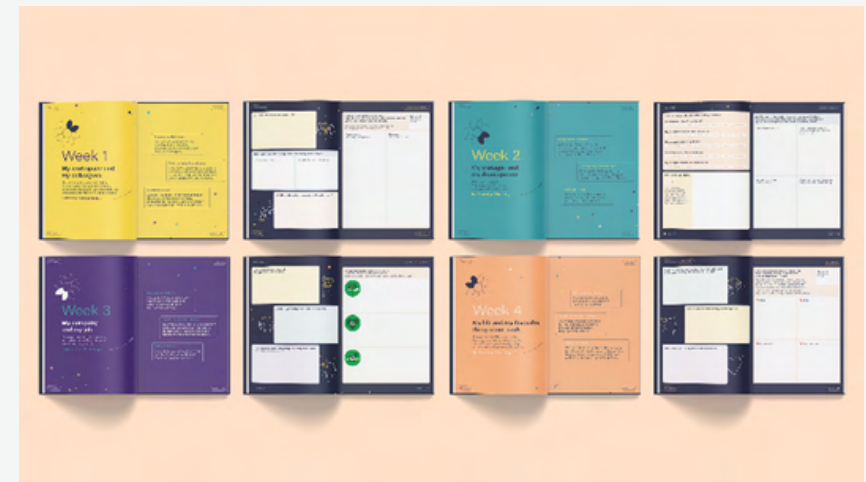
- *AFEMEA XChange* by Amcor AFEMEA Communications and HR and The Culture Club
- *Digitalization of the Protocol* by Afiniti
- *AQA Future Workplace* by AQA Internal Comms Team
- *North Star: skyrocketing change* by Customers Internal Communications, EDF
- *GenAI(X) - The successful rollout and training on Generative AI to Finastra’s 8,000 global hybrid workers* by Finastra Internal Communications team
- *GSA: Simpler, Stronger, Better* by GSA: Simpler, Stronger, Better
- *Building Our Future Together* by Liverpool University Hospitals NHS Foundation Trust
- *NatWest Digital X* by NatWest Digital X Communications team
- *Pay & Grading Structure change* by Scottish Water Internal Communications Team
- *Transforming Speedy Hire to deliver Velocity* by Speedy Hire

STRATEGY & CAMPAIGNS

Best Employee Voice Programme



Macmillan Direct Services Culture Review by Macmillan Direct Services and The Culture Club



Entry Statement

For a century, Macmillan has supported cancer patients and caregivers. Its 440-strong Direct Services Team, including vital functions like Nurses and Support Line, offers round-the-clock assistance.

Following consistent growth plus migration to work-from-home, Macmillan engaged us to:

1. Conduct a comprehensive Culture Review
2. Make evidence-based recommendations to evolve culture

We quickly realised that standard research methods wouldn't give us the depth of insight needed to make real, tangible recommendations. We needed to live and breathe the team's world.

At the centre of our approach were beautifully designed Culture Journals that captured employees' daily experiences over a four-week period. These were combined with trusted methods like 1:1s, focus groups, and surveys.

We used AI to analyse thousands of data points. This, combined with human analysis, was the basis for our 65-page Culture Review—supported by a strategic plan with actionable recommendations. Direct Services is now implementing these recommendations, with some rolled out into the broader organisation.

What the judges said: "An innovative and extremely creative approach, carefully crafted to capture thoughts and get under the skin of the culture through insight from Macmillan's people. It was well planned and executed with impactful results. The tailored Spotify playlist was an inspiration!"

Awards of Excellence

- *Den of Disruption for Iceland Foods* by Cascade Productions
- *Moto Hospitality's Colleague Experience: Focusing on the Future* by Moto Hospitality
- *Refreshing our core values and behaviours* by West of England Combined Authority

STRATEGY & CAMPAIGNS

Best Internal and External Communication Alignment



LU 160 integrated campaign 2023 by Transport for London



Entry Statement

10 January 2023 marked 160 years since the opening of the Metropolitan Railway between Paddington and Farringdon – the world’s first underground railway.

Transport for London’s (TfL’s) Employee Communications (EC) team received a brief from TfL’s commissioner, tasking them with devising a year-long plan of celebratory communications.

The anniversary would:

- Provide opportunity to celebrate 160 years of London Underground (LU)
- Give chance, following the COVID pandemic and associated financial challenges, to feel good and generate excitement
- Increase colleagues’ pride at being part of TfL’s modern integrated transport network for London

This award entry is based on the LU 160 campaign, and how EC partnered with Customer Marketing to align on key events and activity timelines to support such a prestigious milestone.

The campaign spanned across a year and was planned from brief to kick off in just one month for a launch in January 2023.

What the judges said: “Your purpose was clear, you clearly understand and identified your audiences and gave careful thought to demographics and preferences. Clear and consistent key messages in the entry shine through the extensive coverage and activities you achieved externally and in the quality of the internal communications samples you shared. You kept your focus on the heritage and the human storytelling which was great.”

Awards of Excellence

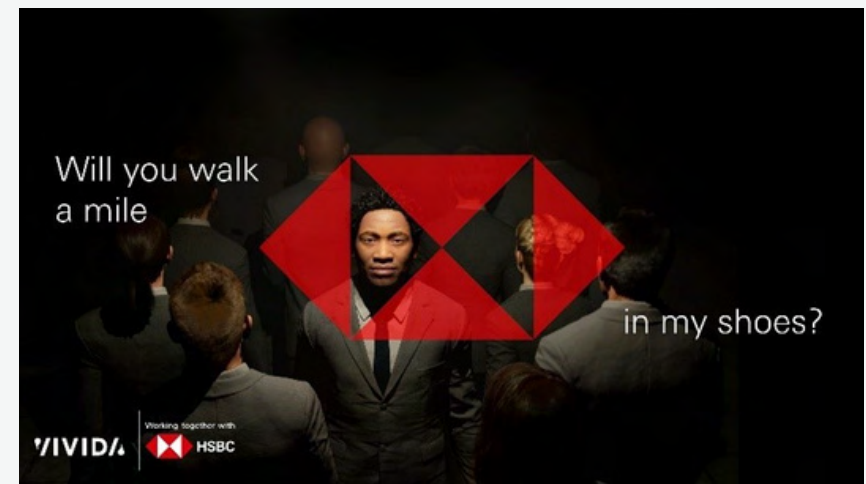
- *We are beating cancer: our refreshed brand campaign* by Cancer Research UK
- *The Million Metre Challenge: #RoweWithUs* by T. Rowe Price
- *Unity in legacy: University of East London's 125th Anniversary* by University of East London, Internal Communications Team

STRATEGY & CAMPAIGNS

Best Equality, Diversity and Inclusion (EDI) Campaign



In Their Shoes: a one-of-a-kind DE&I immersive experience by HSBC (working together with Vivida)



Entry Statement

Working together with Vivida, known for making learning unforgettable, and many of our fantastic allies internally, we developed In Their Shoes: the first ever D&I immersive learning experience at HSBC...and possibly anywhere.

Based on lived experiences of our black heritage colleagues blended with the power of cutting edge technology and skilful storytelling, In Their Shoes takes you on a captivating journey with Josiah to discover his story, emotions, and challenges. This experience also allows you to explore and understand the positives of micro-inclusions and inclusive leadership. The rationale for the approach was to bring Josiah's story to life. Much like playing a video game this immersive experience helps the learner to step into Josiah's shoes, experience his environment, understand his feelings and ultimately drive empathy towards someone that may not look or sound like them. A truly game changing approach.

What the judges said: "This was a highly impactful entry with a clear and obvious thread from problem statement to outcomes and results were obvious throughout the entry. A significant investment was made and it was clear that the employees and partners who participated felt the benefit of it."

Awards of Excellence

- *Educating, empowering, raising the volume and impact of underrepresented groups within Arm* by Arm
- *Friends of: building a culture of inclusivity and allyship* by Brambles and Something Big
- *TfL Action on Inclusion* by Transport for London and AB

STRATEGY & CAMPAIGNS

Best Single Campaign



Benefits Month: Health & Wellbeing by Sky Internal Communications



Entry Statement

Sky wants its people to feel supported to be at their best. Many of the employee benefits available at Sky focus on health and wellbeing. To improve understanding and take-up of these benefits, we designed a creative and engaging communications campaign to equip all employees with the knowledge and understanding they need to select the right benefits for them.

What the judges said: "A truly integrated campaign across print, digital and experiential, all held together effortlessly by a clear, unifying creative platform and overarching goal, this campaign knew exactly what it needed to achieve – and it really delivered."

Awards of Excellence

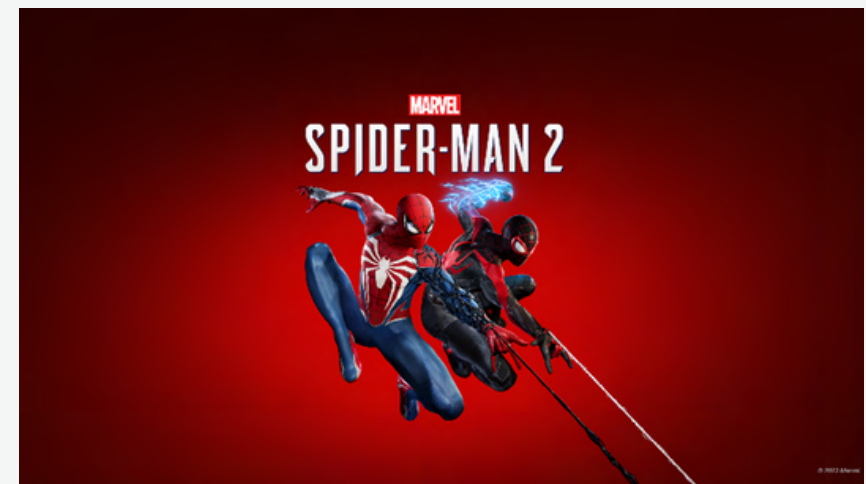
- *North Star campaign* by Arm
- *Service Excellence* by Scottish Water Internal Communications Team
- *Celebrating the release of Marvel's Spider-Man 2 at SIE* by Sony Interactive Entertainment
- *Seasonal Celebration* by Sopra Steria UK's in-house Internal Communications team
- *UK Heart Health Campaign - Early Action Saves Lives* by TAQA UK
- *London Underground 160 campaign 2023* by Transport for London
- *Ghosts in the Machine - a horror-iffic cyber security campaign!* by Travelport
- *"When it feels wrong, it's wrong"* by University of Central Lancashire
- *Digital Learning campaign: Animal personas* by VWFS UK and 44 Communications

STRATEGY & CAMPAIGNS

Best Global Communications Campaign



Celebrating the release of Marvel's Spider-Man 2 globally by Sony Interactive Entertainment



Entry Statement

In 2023, one of the major software products PlayStation launched was Insomniac's 'Marvel's Spider-Man 2'. The PlayStation exclusive game broke records, becoming the fastest-selling first party title of all time, and was supported by an incredible external marketing campaign.

Our Internal Communications team 'swung' into action by designing a campaign to ensure our employees all over the world (whether office-based or remote) could celebrate this significant moment for our company and become ambassadors for our latest product.

Campaign elements ranged from digital channel takeovers, in-person activations, employee generated content, and more. Initiatives which had previously only been executed on a local level in certain countries were scaled up globally for the first time.

The result was a successful, multifaceted campaign which surpassed our expectations for employee involvement and significantly moved the dial on sentiment about internal communications.

What the judges said: "I was impressed by the mix of online and offline content and the clear effort to engage employees both at sites and in remote locations. In some ways this could be seen as an "easy win", given it's a topic that is likely of interest to the internal audience, and it comes with sophisticated graphics and a good story to tell; however, the team clearly leant in to these opportunities and developed a strong approach with demonstrable business impact on their objective."

Awards of Excellence

- *Canon Employee Brand Advocacy Programme 2023* by Engage for Canon EMEA
- *Currie & Brown plus+* by Currie & Brown and CH Strategic Communications
- *Be Counted: Kantar reveals its global demographic data story* by Kantar
- *MELA Momentum Strategy Launch* by Ericsson Mela with support from Lively Agency

STRATEGY & CAMPAIGNS

Best Engagement Programme



Mission:Possible by Currys plc. and The fresh Group



Entry Statement

Tech retail giant Currys and Brand Experience Agency fresh created the 'Mission:Possible' campaign. Designed to have an impact on the damage of products in transit, it aimed to change behaviours and attitudes by positioning colleagues as the 'heroes' of the campaign, owning the problem and working together as One Business to solve it.

With a creative look and feel unlike any other campaign in the business it achieved unprecedented cut-through, and its use of genuine colleagues and creative activations inspired world-class interactivity and engagement from the audience.

The massive, measurable impact that it had on reducing damage in transit, alongside its contribution to growing customer and colleague satisfaction scores meant that the campaign delivered fantastic return on what was a comparatively small investment from the business. It's now seen as the forebearer for further campaigns for a business committed to getting it 'Right First Time' for its customers.

What the judges said: "An excellent case study about how to engage colleagues behind an issue affecting customers and the company, while helping to boost profitability and reduce unnecessary cost. Evaluation was stellar – the measures link to the objectives, including an associated uptick in scores, with the added benefit of achieving substantial cost savings."

Awards of Excellence

- *Engaging employees to explore a new collaboration platform* by CFA Institute and H&H
- *GenAI(X) - The successful rollout and training on Generative AI to Finastra's 8,000 global hybrid workers* by Finastra Internal Communications team
- *Benefits Month, Sky* by Sky

CATEGORY PEOPLE



PEOPLE

Best Internal Communications Newcomer

Rachel Moran, Govia Thameslink Railway



Entry Statement

Rachel Moran has earned a reputation as a high-performing, popular and reliable member of the teams she's worked in since she started her Internal Comms career just under three years ago.

Comfortable drafting words for executive members and volunteering for frontline shifts, Rachel's attention to detail, positive nature and excellent content creation skills have helped improve our team and company engagement scores since she started working with us in December 2022.

She's had a real and tangible benefit on the company's objectives by driving up responses to engagement surveys with her detailed communications plans, and by creating meaningful storytelling for sustainability, reward and recognition, and wellbeing.

At just 25 years old, Rachel has the chance of forging a career at the top of the communications industry. For someone so young, she has a dedicated desire to improve and a real passion for representing her team in the right way.

What the judges said: "It was lovely to read about the dedication Rachel has. She is clearly a well loved, trusted member of the team delivering across a range of really great campaigns at GTR. It was impressive to see the impact these campaigns have all made, the range of work and Rachel's input. Also lovely to see the time she is taking to develop her professional development with a clear passion and commitment to IC as a career."

Awards of Excellence

- *Lucy Amers, Bellway*
- *Laura Edgerton, Goodbody*
- *Connie Howley, PPF*

PEOPLE

Internal Communication Manager of the Year

Nick Soulsby, Cooper Parry



Entry Statement

In 2023, backed by Private Equity, Cooper Parry embarked on a programme of M&A. Recognising the need for Internal Communications during a period of intense change, Nick Soulsby was hired as Head of Internal Communications to establish the function and build out Cooper Parry's internal communications capability.

There was no existing IC function: Nick had himself and less than £10,000 to lean on to establish a comprehensive comms approach and help take two firms through M&A.

Balancing ambition to deliver best-in-class comms with realism about what one person could achieve, Nick was laser focused on delivering impact and value. He balanced reporting to the Exec with rolling up his sleeves and doing everything himself. At the end of the year, he'd created a thriving communications ecosystem, won funding to expand his toolkit and team and delivered IC for M&A that has had an outstandingly positive impact.

What the judges said: "Nick's methodical and stakeholder-engaged approach demonstrates his clarity and strong foundation. Particularly commendable is his leadership style, which involves engaging with stakeholders to understand their needs rather than rushing to solutions. This resulted in a clear, insights-based plan."

Awards of Excellence

- *Mary-Ellen Donaghy, Queen's University Belfast*

PEOPLE

Internal Communications Leader of the Year

After much reflection, the judges decided there would not be a winner this year.

Awards of Excellence

- *Alli Cary*, Voyage Care

CATEGORY TEAM



TEAM

Best Small Agency (1-10 people)

Culture Club



Entry Statement

We're a small but mighty culture change agency founded in 2018 by Nikki Burslam and Jodi Speight. You might recognise us as last year's proud Best Agency award winner.

In 2023, despite market challenges, team transitions, and the opening of a new office, The Culture Club thrived once again, achieving a steady \$1.5m turnover for the second consecutive year.

We won six new clients, retained 90% of clients (we got rid of one through our choice), and executed some of our biggest and most successful projects to date.

Whilst juggling 21 projects for 13 clients (with just nine team members), we've also worked hard to give back to the community with a series of sold-out free events and talks.

Whether it's our client projects or our own events there's one thing that they have in common. We rip up the rulebook, say no to boring, and fuse strategic thinking with relentless creativity. And we deliver the final result with excellence. Always.

What the judges said: "The entry highlights the team's accomplishments. It effectively demonstrates innovation in fostering employee engagement. Particularly, how they leverage AI, vibrant design, and immersive experiences to achieve remarkable results. These elements set them apart and contributed to their success."

Awards of Excellence

- *HarknessKennett*

TEAM Best Medium Agency (11-30 people)

The Engage Group



Entry Statement

The Engage Group is the proud pioneer of internal communication across the Middle East. We are driven by our unwavering belief that when employees succeed, organisations succeed. Over the past 11 years, we've been working hard to get organisations to prioritise internal communication as a strategic function. We are thrilled that our work is starting to pay dividends.

This entry provides a snapshot behind the scenes of Engage - our purpose, our people, our values. It also outlines our unique approach to elevating internal comms and shares a detailed case study on how we are supporting our clients to establish thriving IC functions from scratch. We are proud that our work can hold itself up to the highest international standards while meeting local cultural needs. And most importantly, we are proud that our work is positively impacting employees in workplaces across the region and beyond.

What the judges said: "The entry gave a good sense of the people of Engage and the history of the company, as well as the context and challenges faced. The case study demonstrates an impressive and structured approach to developing internal comms within the business as, clearly, a trusted partner. What was particularly good to see was that a comprehensive set of metrics were identified from the outset."

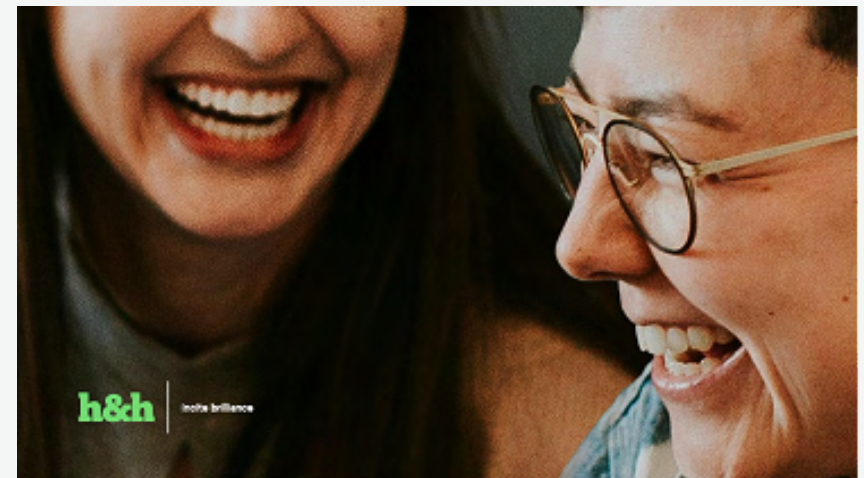
Awards of Excellence

- *Sequel Group*

TEAM

Best Large Agency (30+ people)

H&H



Entry Statement

What matters to everyone at H&H, really matters. Always has. From our embryo team of 2.5 folks back in 2010, to our current thriving team of 30-ish. How we do what we do, is as important to us as what we do.

A community of ego-less, enthusiastic folks, we blend our diverse talents, experiences and perspectives to create new possibilities in the world of Internal Communications.

We believe friendliness, openness and kindness is the best way to do...well anything. It promotes teamwork, stimulates creativity, and encourages innovation. Our clients think the same too – it's what they say they value most about working with H&H.

For 14 years we've been creating possibilities so others can see what's possible for them. Alone, we cannot evolve the world of IC, but we can cast stones across the waters and create many positive ripples. Opening the door to endless new opportunities.

What the judges said: "H&H have responded decisively and effectively to the impact of macro-economic challenges on organisations today. Kindness is a core value of the agency – this is reflected through their commitment to positive client relationships which they measure through relationship audits. Their values of kindness, freedom and connectivity free of egos was refreshing to see, as it steered clear of the generic corporate language associated with values."

TEAM

Best Public Sector or Not for Profit Team

1-5 people



WithYou Internal Communications Team



Entry Statement

WithYou has been on a journey of significant change over the last few years to improve outcomes for clients and financial stability. This meant they needed to transform their internal communications to support staff through this journey and respond to organisational needs.

In 2022, the Internal Communications team also experienced a number of leadership changes but in order to support the organisation, they needed to become even more resilient, collaborative, forward thinking and reactive all at once. The breadth and depth of the team's work had risen as they were supporting the strategic communications of projects and collaborating with more teams.

The team delivered an impressive amount of strategic and operational work in a year and set themselves up for the future. They measured success through their direct contribution to WithYou's goals, winning a team staff award, and receiving recognition from Investors in People following organisational-wide research.

What the Judges said: "It's clear you've done a brilliant job in working through your evolution as a team while still delivering and making a strategic impact on the business. Changes can feel unsettling for employees and it's the role of the internal communications team to help retain stability, which is what you have articulated so brilliantly in your entry. This is a great example of listening to the organisation's needs and responding accordingly to build a team that constantly delivers value."

Awards of Excellence

- *Gambling Commission Internal Communications Team*
- *Estates Communications & Engagement Team at the University of Glasgow*

PEOPLE

Best Public Sector or Not for Profit Team 6-10 people



Cancer Research UK Internal Comms Team



Entry Statement

We're a high-performing team with a range of career backgrounds, using our internal communications expertise to keep 4,000 people at one of the UK's largest and most complex charities, Cancer Research UK, informed, motivated and inspired to beat cancer every day.

2023 was full of new challenges – but through the lens of our inspire, inform, culture and leadership internal communications strategic objectives, we've launched a new brand, transformed our intranet, refreshed our organisation values and increased leadership visibility.

We've boldly challenged upwards so our communications have maximum impact, we've spotlighted human stories to help our people feel like they belong, and we've taken a data-driven approach to show our credibility. By working together, we've delivered improvements not only in internal comms performance but in organisational measures on engagement and inclusion – getting us closer to a world where people live longer, better lives, free from the fear of cancer.

What the judges said: "The team knows how to identify and drive value – fundamental to IC success in building trust. They have a clear alignment to the CRUK vision and strategic objectives with their own strategic objectives and team manifesto and they demonstrated their specific objectives for 2023 and beyond."

Awards of Excellence

- *University of East London Internal Communications Team*

TEAM
Best Public Sector or Not for
Profit Team
10+ people

AQA



Entry Statement

AQA went into 2023 recognising that there were significant business challenges on the horizon - a fluid strategy, major reorganisation, office refurbishments, new subsidiaries and a fast-changing political environment meant we knew that we would have to work hard to communicate a complex set of activity in a way that would inspire colleagues rather than cause concern, confusion or anxiety. Building bridges between the Executive Team and colleagues and navigating the challenges presented by our relationships with our two trades unions has been a constant challenge. Providing clarity and reassurance whilst keeping colleagues motivated during arguably the most turbulent times in AQA history has been a rewarding but challenging journey.

What the judges said: “The introduction of the values ceremony for the first time, along with executive roadshows, webinars, and town halls, was also noteworthy. These initiatives demonstrate a commitment to transparency and engagement. Tweaking the communications approach as you go is an excellent way to impact any campaign, particularly during periods of rapid change. This adaptability is crucial for maintaining relevance and effectiveness.”

TEAM

Best In-House Team

1-5 people



Speedy Hire People Engagement and Internal Communications Team

Entry Statement

Listening to colleagues to drive a People First culture

We are a small team that make a BIG impact!

Our People Engagement and Internal Communications Team sit at the heart of the Speedy Hire business, engaging daily with 3,500 colleagues (40% deskless) nationwide.

Speedy by name and Speedy by nature; the team are a formidable force who don't stop! From humble beginnings two years ago, we've gone from strength to strength, helping to shape and revolutionise the company's People First culture and approach to communication.

Over the last 12 months we have given ALL colleagues a voice and listened with intent to what they told us. And, as a result we refreshed our internal communications strategy, evolving our channel mix in response to feedback, with a clear goal to make leaders more visible; connect with - and engage - our deskless workers; and ultimately help create an authentic People First culture powered by transformative communications.

What the judges said: "A good understanding of the challenges of the workplace demographic and working reality for employees. The difficulty of connecting to a deskless/field audience cannot be underestimated and the team appear to have gone above and beyond to connect with all parts of their audience, and they have been successful in doing so. They walk the talk and the team's passion is clearly evident."



Awards of Excellence

- Allianz Commercial Communications Team
- Mars Wrigley UK Internal Communications Team
- Queen's University Belfast's Internal Communications Team
- Siemens Great Britain and Ireland Internal Communications Team

TEAM

Best In-House Team

6-10 people



Tesco Bank, People Communications Team

Entry Statement

The Tesco Bank People Communications team is an amazing in-house team. Against a backdrop of company-wide transformation and intense media speculation about a potential sale of the Bank, we have transformed the way we communicate openly and honestly with colleagues to drive high levels of engagement and pride. In what has been a very challenging year, we have also worked on developing ourselves and pivoting our offering to the business, focusing on our strategic value and becoming trusted advisers. Our communications strategy, grounded in colleague feedback, has given the team purpose and clear priorities so we are happier in our work. Bank wide Great Place to Work scores have increased by +9 to 81%, 83% understand how their role contributes to our purpose and our channels are out-performing targets showing how colleagues looked to us to provide them with the information they needed during the change.

What the judges said: "This team stands out for the strong connection it builds between internal communications work and overall business objectives, its commitment to self-improvement, and ability to deliver all assets in-house as a standalone team. There is also evidence showing how increased colleague engagement translates directly into business outcomes, with happier colleagues leading to happier customers. This directly supports the company's strategic success."

Awards of Excellence

- *Colt Technology Services Internal Communications Team*
- *Coventry Building Society's Colleague Comms Team*

PEOPLE

Best In-House Team 10+ people



Virgin Money Colleague Communications Team



Entry Statement

The Virgin Money Colleague Communications team has a singular mission – to connect Virgin Money’s c7000 colleagues to the bank’s purpose and strategy through people-focused storytelling, delivered in a playful, bold, and distinctly Virgin way.

Over the course of 2023, the team went on a transformational journey in pursuit of that central mission, investing in talent and adopting agile ways of working to set itself grounding and propulsive objectives and key results.

So focused, the team creates content that Virgin Money colleagues would want to consume in their spare time. This inspired the creation of The Vault, a subscription-worthy video channel that brings our strategy to life in a way that no other medium can.

But we can only inspire our colleagues if we feel inspired ourselves, so we’ve worked hard to make our team a safe, inclusive and fun environment, where challenge is welcomed and constructive feedback normalised. We’re proud of our history, and ready for the future.

What the judges said: “Your context was extremely clear and you gave a great flavour of the challenges and how your team was set up both in terms of structure and how it linked to the bigger picture. We very quickly got an understanding of who you are as a team and the journey you have been on in the past year, which is both commendable but also helps our job as judges! It is context that should be a blueprint for others, so well done.”

Awards of Excellence

- *NFU Mutual Internal Communications Team*

#WeMatteratWork Award



This award recognises internal communicators who exemplify this purpose and truly make their colleagues feel that they do indeed matter at work.

This team walk the talk and the team's passion is clearly evident. They focus on employee voice and have gone above and beyond to connect with all parts of their audience, clearly making their employees feel like they matter, the winner is:

Speedy Hire People Engagement and Internal Communications Team

The IoIC Grand Prix Award



This award is for the entry that the judging panel have voted as the best out of all the submissions this year.

The judges felt that the campaign took a highly collaborative approach, had clear governance and consideration, truly exceptional creativity and stellar evaluation. The winner is:

***Mission:Possible* by Currys plc. and The fresh Group**

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