

MEDIA KIT

Exceptional business culture is the foundation of accelerating organisational performance. The Business Culture Awards & Business Culture Connected events give forward-thinking organisations a way to celebrate work which sets up their employees to succeed, with top brands recognising that culture is one of the top drivers to join them (and stay). Over the last 12 months, 1,150+ HR & other business leaders have taken part in the Awards and events.

Key dates for 2024:

Ongoing: events for learning & networking
26th February – 5th July – Award Entries open
Business Culture Connected Conferences –
May & September 2024
13th November: Awards Night & Winners
revealed, London



Overall 2023 Winner Lloyds Banking Group. Previous winners include:



View the full list of winners: [2021](#), [2022](#) & [2023](#)

Other participating organisations in the last 12 months include:

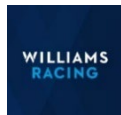
ABBA Voyage • ABM Industries • Adobe • AECOM • Alzheimer's Society • Arriva Group • AstraZeneca UK • Babcock International Group • Barclays • BBC • Blake Morgan • British Medical Journal • BT • CAE Technology Services • Cambridge University Press Assessment • Charity Link • Citygate Automotive • Civil Service • ClearBank • CLOUDNINE • Coventry City • Currys • DAZN • dentsu international • DFDS • Dimensions • Dorchester Collection • easyJet • EE • Emperor • Fenwick • Fiverr Enterprise • Financial Conduct Authority • Financial Times • Foxtons • Gattaca • GKN Automotive • GoCardless • Great Ormond Street Hospital for Children • Great Western Railways • Haleon • Hilton • HSBC • Imperial Brands • Inmarsat + Viasat • Invesco • ISS Facility Services • John West Foods • Kings College Hospital • Legal & General • Lloyds Banking Group • Lovell • Metro Bank • Mitie • Ministry of Justice • Mortgage Advice Bureau • Mount Anvil • National Trust • NatWest Group • NFU Mutual • NHS Shared Business Services • No7 Beauty Company • NTT • Openreach • Patron Capital • Peel L&P • Penguin Random House UK • Pernod Ricard • Philip Morris International • PlayStation • PwC • REAL Fundraising • RS Group • Sage • Sainsbury's • Samaritans • Schroders • Siemens • Sky • SOCOTEC • Sodexo • SSCL • Starbucks • Swiss Re • The Body Shop • The Football Association • The Whiskey Exchange • Transport for London • Trustpilot • TSB • Unilever • UST • Warner Bros. Discovery • Westminster City Council • Williams Racing • WPP • Wunderman Thompson • XPS Pensions Group • Zopa Bank

OUR JUDGES

50+ HR & other business leaders from organisations including:



GoCardless



Kellogg's

PlayStation®



sky



NHS



DFDS



★ Trustpilot

View the full Judging Panel [here](#)

CONSULTANCIES RECOGNISED INCLUDE:



Accenture Strategy & Consulting



dragonfish
culture • performance

[cowry
consulting]



Wharton
Business Consulting

coode
ASSOCIATES

vynamic
Inizio Advisory

OFFICIAL MEDIA PARTNER



The People Space is a digital content creator and curator focussed on HR leaders and the future of work. We're proud to have partnered with them since 2017. Their involvement extends the reach and impact of all messaging around exceptional Business Culture strategies from Winners and Partners.



The Awards Register to enter Winners Insights & Case Studies Business Culture Events Partnerships Contact

Panel Discussion: "The Future of Work - maximising uniquely human skills for success in a digital world"
Session Themes: Future of Work, Learning, Personal Development

Speakers:

 Swati Bisht-Rawat
Head of Talent, Performance and Innovation
Westminster City Council
City of Westminster

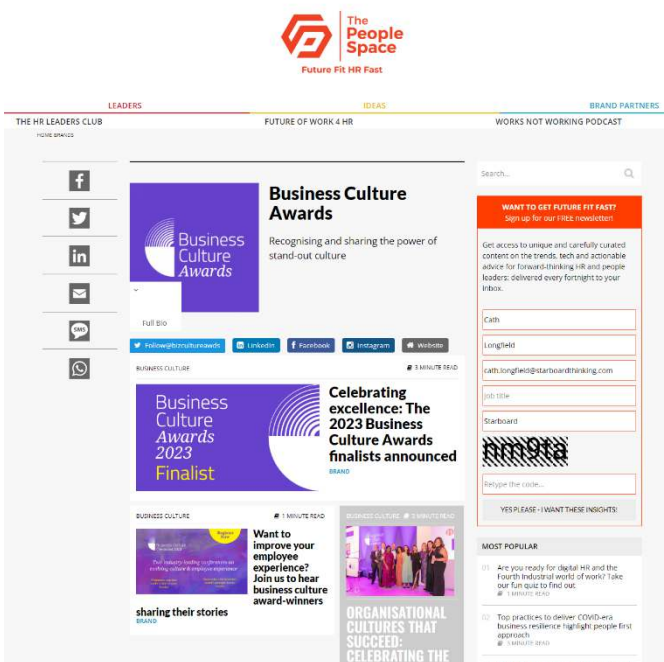
 Adam Lancaster
Director of Leadership Development
Meta
Meta

 Yinka Opaneye
Chief People Officer
Nethermind
NETHERMIND

 Sian Harrington
Co-Founder & Editorial Director
The People Space
The People Space
Future Fit HR Fast

Session Chair:

 James Hartley
Former Managing Director & Global People Leader
Swiss Re
Swiss Re



Work not jobs: how to fit work to your people

SH Sian Harrington <sian@thepeoplespace.com>
To Cath



If there are problems with how this message is displayed, click here to view it in a web browser.

drop me or Karen (karen@reignitehr.com) a line as we have 1-2-1 coaching and remote facilities on offer. So why now achieve greater success in your career, establish yourself as a thought leader in your field and leave a lasting impact on your industry – and write a book!

DON'T MISS BUSINESS CULTURE CONNECTED 2023...CLICK BELOW



ENGAGEMENT PARTNER

Engage for Success was borne out of the imperative to drive high-performing teams and organisations and identifying employee engagement as a critical factor for success, Engage for Success's purpose over the last 10+ years has been to build a movement that inspires people and workplaces to thrive. We're proud to partner with Engage for Success as our Engagement Partner.



Survey shows 8% drop in employee engagement since the pandemic



Exceptional culture is the foundation for accelerating organisational performance. During these Conferences, Business Culture Award Winners will share their exceptional work, enabling business leaders to learn and network at two iconic London venues.

Why attend?

Hear from 30+ practitioners and thought leaders who have developed innovative approaches and seen outstanding results. Network with like-minded



Anyone for...Culture?

EFS Radio

Business Culture Connected conference at Lord's Cricket Ground June 15th 2023 - an Engage for Success sponsorship

Jo Moffatt, our Co-Strategy Director, chaired a day entirely focused on the topic of organisational culture.

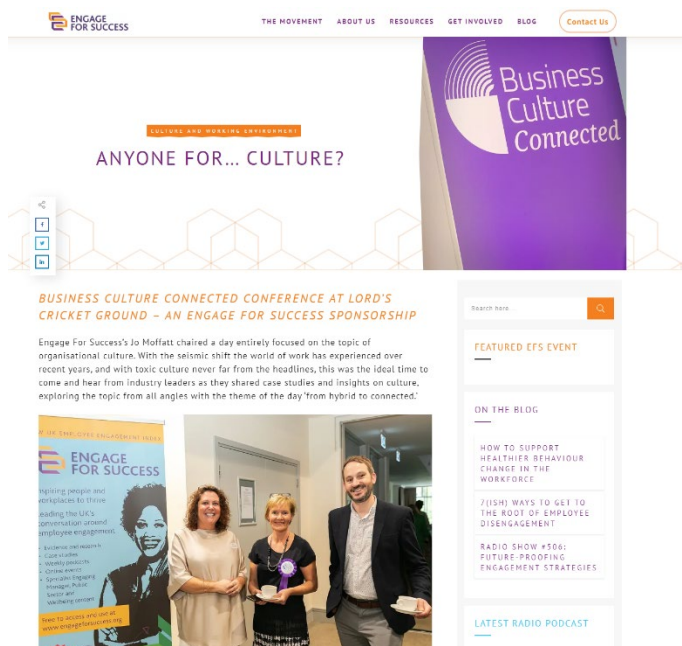


With the seismic shift the world of work has experienced over recent years, and with toxic culture never far from the headlines, this was the ideal time to come and hear from industry leaders as they shared case studies and insights on culture, exploring the topic from all angles with the theme of the day 'from hybrid to connected'.

The event brought together thought leaders from

RADIO SHOW #497: EMPLOYEE ENGAGEMENT IN AN OPERATIONAL SETTING

Special Guest: Emma James: Head of Colleague Experience & Comms at Moto



The importance of culture and values



Exceptional culture is the foundation for accelerating organisational performance. During this Conference, Business Culture Award Winners will share their exceptional work, enabling business leaders to learn and network at this iconic London venue.

OTHER KEY PARTNERSHIPS

We're delighted to be working in partnership with organisations including:

EMCC UK

EMCC UK works to maintain, influence, develop and progress high quality standards in coaching, mentoring and supervision in the UK. Their 3,000 members include practitioners, training, and education providers, as well as organisations with internal coaching and mentoring capability, including in-house supervisors. (Pictured: Rachael Hanley-Browne, UK President, EMCC UK)



Gattaca Solutions



Gattaca Solutions are a holistic Workforce Solutions specialist who understand the critical importance of talent in driving business success. They recognise that organisations face significant challenges when it comes to finding, attracting, and retaining top talent in today's competitive market and that a positive and productive culture is a key enabler of success. (Pictured: Claire Cross, Chief People Officer & Sally Spicer, Head of Equity, Diversity & Inclusion, Gattaca Solutions)

Kin&Co



Kin&Co is a disruptive consultancy, specialising in purpose and culture-led change management. They use applied behavioural science to change hearts and minds (before processes and systems). Our world is changing in a way that demands a fundamental shift in how organisations operate. Successful companies will be those that embrace our changing context and look at change as an opportunity rather than a risk. (Pictured: Emma Tolhurst, Director of Client Services, Kin&Co)

PARTNERS 2023

Coaching & Mentoring Partner:



Talent Partner:



Diversity, Equity & Inclusion Partner:



Leadership Partner:



Employee Engagement Partner:



Media Partner:



Charity Partner:



Enquire about partnering with us [here](#), or email cath.longfield@businesscultureawards.com

EVENT PARTNER



We're partnering with [IHRE Summit](#) in 2023 to cross-promote our Awards and events. IHRE is the must-attend event for in-house recruiters and talent professionals to find out about the latest developments in sourcing and resourcing. Business Culture is of vital importance to this audience as they strive to attract and retain top talent.



CHARITY PARTNER



We have provided support to the [Great Ormond Street Hospital Children's Charity](#) since 2017. This extraordinary hospital has always depended on charitable support to give the children at GOSH the best chance to fulfil their potential. GOSH were also amongst our very first Business Culture Award Winners.



PLATFORMS FOR PROMOTION

We promote Winners and Partners through these key channels:

- Website: businesscultureawards.com
- Business Culture Connected events throughout the year in-person and online – see [upcoming](#) & [previous events](#)
- [Business Culture Insights & Case Studies](#) – 300+ case studies, webinars, virtual event recordings & partner thought leadership content.
- Winner blogs and news stories promoted on our [News & Insights](#) page.
- 15 Email campaigns pa to the 5k-strong business culture community
- Social media –
 - Twitter [@bizcultureawds](#) #BCAS23
 - LinkedIn [Business Culture Awards](#)
 - Facebook [Business Culture Awards](#)
 - Instagram [businesscultureawards](#)
- Through our Media Partner [website](#), [LinkedIn](#) and [Twitter](#)

AWARDS & EVENTS CALENDAR 2024

Bi-monthly: Business Culture Connected webinar series

26th February: Award Entries open

1st May: Business Culture Connected Conference

5th July: Award Entries close

September: Business Culture Connected Conference & Finalists announced

13th November: Awards Night & Winners revealed, London

27th November: Case studies launched

ANNUAL AWARDS EVENT

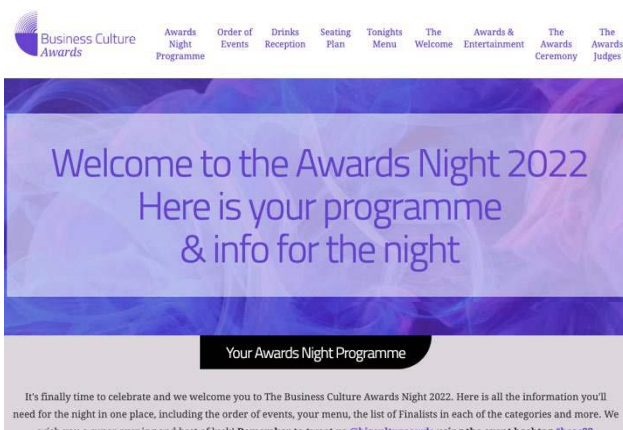
110+ organisations and 400 guests present at the [Awards Event 2023](#) - 26 winners announced and 22 organisations highly commended, at Grand Connaught Rooms, London.



[View Video Highlights](#)



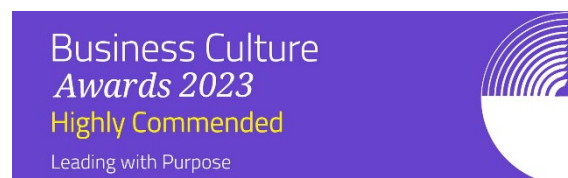
Awards Event Partners can attend with clients, meet prospective clients, and celebrate and recognise forward-thinking organisations whilst enjoying top-class dining & entertainment.
See [Awards Night 2023](#)



The Event App ensures you don't miss anything on the night, or afterwards. This lists all guests, organisations in the running for Awards and all of our Partners feature throughout.

FINALIST & WINNER ASSETS

Assets are provided to all organisations taking part to promote themselves on their internal and external marketing, eg. blogs, social media, email campaigns.

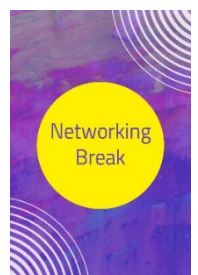


LEARNING & NETWORKING EVENTS

We run partnered events on and offline including conferences; webinars; roundtable discussions; bite-sized and more in-depth learning and networking events. Partner content is aligned with practitioner case studies. We invite Award Winners to promote their exceptional approaches and speakers with promotional assets.

Business Culture Connected Conferences 2023

June & November 2023 - 60+ speakers & 400 attendees sharing ground-breaking insights from today's major business trends. See [Agenda & Speakers June](#) & [November](#).



Business Culture Club Events Hosted by Award Winners



[View event Kellogg's](#)



[View event Dr Martens](#)



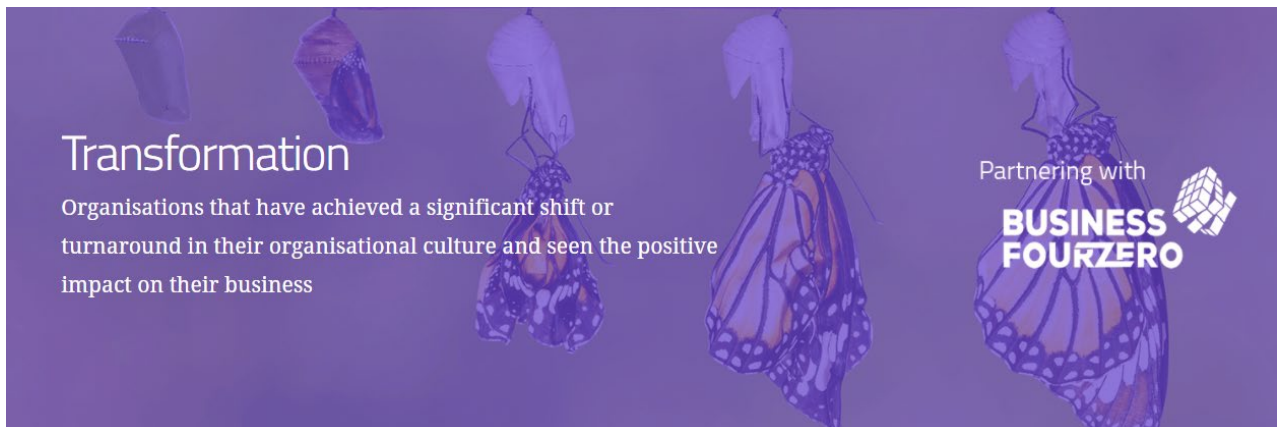
[View event AECOM](#)

Host or attend a Business Culture Connected Event with a focus on sharing your own story or approach, and networking with other like-minded professionals


PUBLISHED CASE STUDIES

Download the latest case studies [here](#). Plus 300+ additional case studies & Business Culture insights can be accessed on our website [here](#), with topics including transformation; values and behaviour change; leading with purpose; and wellbeing.

Align your brand and thought leadership material with one of these key areas.



ISS World Services A/S, Putting People & Partners First



ISS is responsible for the delivery of Integrated Facilities Management for a banking client in more than 30 countries; enabling them to do their best work. With 80,000+ Bank colleagues and 6,000+ ISS colleagues, this introduced many complexities at the onset of the pandemic.

[Read More](#)

Search


Categories


- All Case Studies & Insights
- Business Culture Case Studies 2022
- Business Culture Case Studies 2020 – 2021
- Overall Business Culture Award Winners
- Transformation
- Brand & Values
- Leading with Purpose
- Innovation
- Employee Experience & Engagement

Wunderman Thompson

The advertising industry isn't easily accessible and Wunderman Thompson launched The Catalyst Academy to create far broader opportunity and to develop a diverse set of future marketers.

[Read more](#)





Swiss Re

Setting themselves challenging, corporate net-zero targets, Swiss Re also sought to inspire their employees to reduce personal environmental impacts through sustainable behavioural change.

[Read more](#)

PUBLISHED WINNER & PARTNER NEWS STORIES

We feature Winner and Partner News on our [news webpage](#) with links to their features online.

News from Winners & Partners



IHRE23 Summit

VAB Events invite all in-house recruiters from corporate companies and SMEs to their 5th annual Summit on 17th October at the Coventry Arena. This is a must-attend event for the latest developments and practical guidance for sourcing and resourcing. The event features a stellar speaker line-up, first-class recruitment exhibitors and is supported by Personnel Today Jobs, Recruiter Magazine and On Rec.

[Read more...](#)



Blog

Engage For Success's Jo Moffatt chaired a day entirely focused on the topic of organisational culture. With the seismic shift the world of work has experienced over recent years, and with toxic culture never far from the headlines, this was the ideal time to come and hear from industry leaders as they shared case studies and insights on culture, exploring the topic from all angles with the theme of the day 'from hybrid to connected.'

[Read more...](#)



Partnership Announcement

We're excited to announce a strategic partnership between the Business Culture Awards and the European Mentoring and Coaching Council (EMCC) UK. EMCC will be sponsoring the 2023 award for the Best Coaching, Mentoring & Personal Development Initiative for Business Culture. Established in 1989, EMCC UK works to maintain, influence, develop and progress high quality standards in coaching, mentoring and supervision in the UK.

[Read more...](#)



Blog

The awards celebrate the power of partnerships and here we celebrate 2022's Overall Winner Mortgage Advice Bureau, who worked with Culture Consultancy to transform their culture, after a period of rapid growth and a shift to hybrid working. They wanted their culture to help them innovate, disrupt the market, improve employee experience, and delight customers.

[Read more...](#)

TESTIMONIAL PROMOTIONS

We feature Winner and Partner testimonials throughout the website, inc. main homepage.

"We are very happy and excited to have won the Business Culture awards in two prestigious categories. Winning these awards motivates us to work harder to do better and bigger things in the future. Appreciate you sharing the judges' feedback which I am sure will help all of us in improving and coming out with more impactful award submissions next year."

Chief Values Officer, UST

JUDGING PANEL PROMOTIONS

We promote our Judges through our website, email campaigns, social media, and events and supply assets for them to promote themselves.

What our Judges are looking for:

There are 40+ senior practitioners on our [Judging panel](#). Here's what a selection of these have to say about what they rate most highly in submissions:



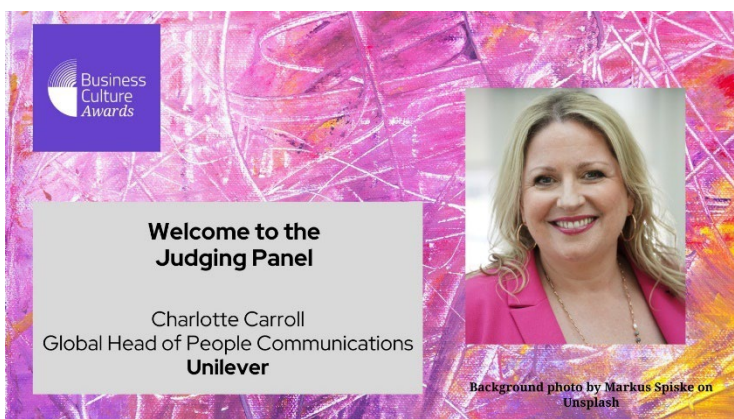
Janet Scotcher
Chief People Officer
Cambridge University Press & Assessment

"I'm assessing how businesses are prioritising their employees' wellbeing and creating a culture that fosters engagement, inclusivity, and innovation. I'm also interested in companies that are committed to making a positive impact to the communities they serve."



Rakhee Patel
Global People & Culture Director
ISS A/S

Innovation: "I think some of the best submissions show evidence of innovation within a company's culture, such as new approaches to problem-solving or creative initiatives aimed at improving inclusion and employee engagement."



Welcome to the Judging Panel

Charlotte Carroll
Global Head of People Communications
Unilever

Background photo by Markus Spiske on Unsplash

EMAIL CAMPAIGNS

70k emails sent in the last 12 months to the Business Culture Community.

Receive repeated recognition in emails marketed to 5,000 contacts from the Business Culture Community

Learn from Exceptional Business Culture Approaches
Post Office, Metro Bank, XPO Logistics, gunnercooke & Harvey Nash

Event 9th September 2-5PM
Hosted by IBM, London

Breakfast Event 9th October
Hosted by Metro Bank, London

   **Register**

Cath,
Will you be coming to the final two Business Culture Club events of 2019? You'll hear exactly how these very different organisations are going about building exceptional organisational culture.

EVENT | Finalist Announcement & Award-Winning Case Studies |
Hosted by IBM, London Southbank | 9th September, 2-5pm, followed by networking drinks

Over 90 organisations have taken part in the Business Culture Awards this time. We'll be announcing the **Finalists live at this event**. Learn which initiatives have had the biggest impact on business culture and performance this year. We're also very fortunate to have both our current and 2018 Overall Business Culture Award Winners presenting their approaches. [Register to attend](#)



Fran Williams, Head of Human Resources, XPO Logistics
Fran will share how XPO's people & business strategies have been aligned during a period of complex change and transformation. You'll learn how "Our Differences" was created through business-wide input and how it has generated a shared sense of purpose and high engagement across the newly-formed company.

Darryl Cooke, Co-Founder, gunnercooke

A unique opportunity to hear from the current Overall Winner of the Business Culture Awards; ground-breaking law firm gunnercooke. Placing both its customers and its people at the heart of their strategy, the company has created a flexible, innovative and technology-enabled culture delivering strong revenue growth, satisfied clients and a rapidly expanding workforce.



Adelle Harrington, Principal Consultant, Talent Advisory Services, KellyOCG
Adelle is a passionate speaker on engagement, inclusivity and the future of work. She will encourage us all to "ditch the script" on talent, starting with a strong cultural DNA as the foundation for innovation. KellyOCG are Business Culture Awards Lead Partners.

Many thanks to all of our Partners for 2019.

Principal Partner:



Lead Partner:



Gold Partner:



Category Partner:



Media Partner:



Charity Partner:



Sufia Hussain

Inclusion Equity & Diversity Director
EMEA

Wunderman Thompson

Featuring 2022 Winner: Brand & Values

The world is changing so dramatically and our human capital is our number one differentiator. To be able to do more than keep pace with the economy, market and technological changes, we have pledged as a business to make significant investment in people proposition; to transform culture and the way we work.



This has included using our values to make decisions, focusing on our purpose of Helping Britain Prosper as the driving force for everything we do and encouraging exponential increases in curiosity and innovation.

Being recognised for our efforts at the Business Culture Awards over 5 consecutive years has been a great benchmark of the quality of what we've delivered and has truly motivated our teams.


Ceri Connolly, HR Director, Lloyds Banking Group



[View all 2022 Winning Case Studies](#)

Featuring 2022 Winner: Corporate Sustainability



 Swiss Re

Our global employee programme NetZeroYou2 is educating and inspiring our employees to reduce the environmental impacts of their lifestyle choices. It's sparking conversation, connection and climate action. To be recognised for the initiative at the Business Culture Awards in 2022 was a fantastic achievement.

Ben Felden, NetZeroYou2 Programme Manager,
Swiss Re

[View this Winning Case Study](#)

Best Next Generation Initiative for Business Culture

Winner: Wunderman Thompson

Highly Commended: NatWest Group

Finalists:

Footprint Digital

Peel L&P

The Good Marketer

Westminster City Council

Wharton Business Consulting

HOW TO GET INVOLVED

- *Partner with us*
 - Partner on a range of activities throughout the year, culminating in the flagship Awards event, or on a one-off, quick-response campaign. We tailor activities to suit your objectives, ideal prospects and budget.
 - To find out more about how we can help with your business development, contact Cath Longfield, Co-Founder at cath.longfield@businesscultureawards.com
- *Enter the 2024 Awards - Open for entries from 26th February. [Pre-register here](#)*
 - With your work internally
 - And/or in conjunction with a client, for joint recognition
 - [26 categories](#) including DE&I, Leading with Purpose, Brand & Values and Building a Culture of Innovation.
- *Judge the Awards – The judging window is open between mid July and end August annually.*
 - We invite practitioners to judge, particularly our previous Award Finalists and Winners.
 - Solution providers such as consultants must be Business Culture Awards Partners in order to take part in judging.
- *Speak at Business Culture Connected Events*
 - We invite practitioners to share their exceptional business culture approaches, through case study presentations, panel discussions, or workshops.
 - Solution providers who wish to be speakers must be Business Culture Awards Partners.
- *Host a Business Culture Event*
 - We have hosted a variety of Business Culture Club events at Winners' and Partners' offices, providing a unique opportunity for networking and insight into the host's culture. This also gives the host the opportunity to promote their culture, through widespread event marketing and to make valuable new connections from across diverse industry sectors.