

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, 1.3k+ HR & other business leaders have taken part in the Awards and events.

Key dates for 2025

Ongoing: events for learning & networking

24th February - 4th July
Award Entries Open

22nd January, 8th May & 25th September
Business Culture Connected Conferences

26th November
Awards Night & Winners revealed, London



Overall 2024 Winner Sony Music UK. Previous winners include:



View the full list of winners: [2022](#), [2023](#) & [2024](#)

Other participating organisations in the last 12 months include:

AECOM • Airwallex • Alzheimer's Society • Amcor • Argent Energy • AstraZeneca • AtkinsRéalis • Atlas Hotels • Aviva • Axon • Bellway Homes • British Heart Foundation • BT • CAE • Cambridge University Press & Assessment • Cathay Financial Holdings Co. • Chivas Brothers • Church of England • Citizens Advice • Danone • DAZN • Dishoom • Dole plc • Dorchester Collection • EDF Energy • EDF Renewables • Elis UK • Eurostar • Evri • Farmak • Gangmasters Labour Abuse Authority • Goodbody • GXO Logistics • Healthcare Homes Group • Heidelberg Materials • HSBC Innovation Banking • Independent Governance Group • Isle of Wight Council • King's College Hospital NHS Foundation Trust • Macmillan Cancer Support Direct Services • Maria Mallaband Care Group • MCBS Electrical • MIGSO-PCUBED • Mitie • Mosca Direct • Modulr • Navigator Tissue UK • Newton • NHS South, Central and West CSU • Noble Foods • Northumbria University • OCS • On • Pernod Ricard UK • Popular • Primark • Project Management Institute • Provide Community • Quilter • Quorn Foods • Royal Canin • Sage • Samsic UK • Scott Bader • Sephora UK • Skipton Building Society • Skyscanner • Sony Music UK • SSCL • Starbucks Coffee (UK) • Stick + Twist • Taylor & Francis • The Crown Estate • The Football Association • Transport for London • TSB • UniCredit • University of Bath • University of Liverpool • UST • Utility Warehouse • Viasat • Virgin Media O2 • Volkswagen Group • VML • Westminster City Council • Which? • Williams Racing • Wise • XPS Group • Zoological Society of London • Zopa Bank

OUR JUDGES

50+ HR & other business leaders from organisations including:



GoCardless



Kellogg's

PlayStation®



sky

BARCLAYS

NHS



DFDS

Legal & General



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



Hive Learning



COACH
ADVISER

TCM GROUP
Putting People First™

Project X Partners

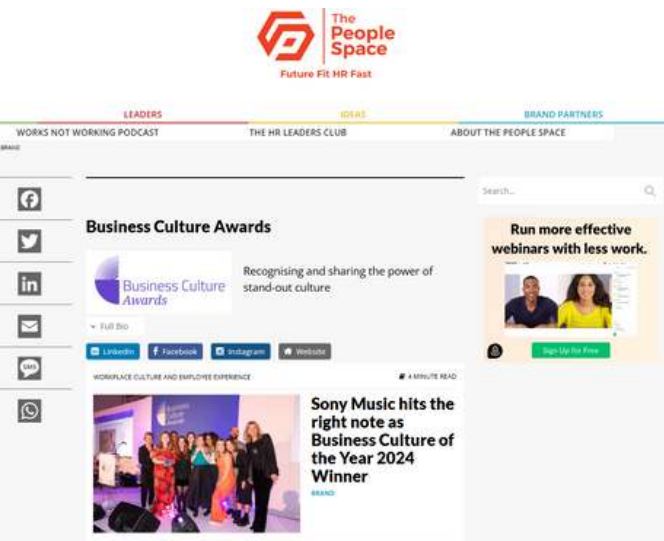
tcb THE
CULTURE
BUILDERS



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.



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
- Adam Lancaster, Director of Leadership Development, Meta
- Yinka Opaneye, Chief People Officer, Nethermind
- Sian Harrington, Co-Founder & Editorial Director, The People Space

Session Chair:

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

Work not jobs: how to fit work to your people

SH Sian Harrington <sian@thepeoplespace.com>
To Cath 15/03/2023

📧 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



Celebrating excellence in business culture: Announcing the 2024 Business Culture Awards finalists

Announcing the finalists for the Business Culture Awards 2024, celebrating organisations leading the way in exceptional workplace culture

Business Culture Awards
Recognising and sharing the power of stand-out culture

Thank you to our Sponsors

COACH ADVISER, BRANDS with values, BAYTECA SOLUTIONS, EMCC, Monogable, THE PEOPLE SPACE

As the way we work continues to evolve organisations that prioritise their people and create exceptional business cultures are standing out more than ever. That's why we're thrilled to continue our partnership with the Business Culture Awards 2024, which honour those companies that truly understand the impact of a thriving workplace culture on both performance and well-being.

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

EF Engage For Success <info@engageforsuccess.org>
To: cath.longfield@starboardthinking.com 11/04/2023

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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?

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

EFS Radio



RADIO SHOW #497: EMPLOYEE ENGAGEMENT IN AN OPERATIONAL SETTING

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

DELIVERING PRODUCTIVITY AND PERFORMANCE



Business Culture Connected, May 2024 – an Engage for Success Engagement sponsorship



Search here

FEATURED EFS EVENT

ON THE BLOG

WORK BOREOUT VERSUS BURNOUT - HOW TO CREATE CUSTOMISED

The importance of culture and values

EF Engage For Success <info@engageforsuccess.org>
To: cath.longfield@starboardthinking.com 15/05/2023

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



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 4,300 members include practitioners, training, and education providers, as well as organisations with internal coaching and mentoring capability, including in-house supervisors. (Pictured: Coretta Hine, UK President, EMCC UK & Dr. Benita Mayhead, Director for Coaching Practice, EMCC UK)



ZRG Group



ZRG provides full-scale talent expertise to unlock the untapped potential within your organisation. Today, ZRG is among the fastest growing firms in the consulting and talent industry and provides a full suite of retained search, on-demand talent, and consulting and advisory solutions across the Americas, Asia, Europe, and Australia. Our team of talent consultants have extensive experience across a wide range of industries, functions, and sectors, from the c-suite and boardroom to the sales team, from aerospace to supply chain, in public, private, nonprofit, and educational institutions.

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 2024/25



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](#) – 350+ 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 –
 - LinkedIn [Business Culture Awards & Business Culture Connected](#)
 - Twitter [@bizcultureawds](#) #BCAS25
 - Facebook [Business Culture Awards](#)
 - Instagram [@businesscultureawards](#)

Through our Media Partner [website](#), [LinkedIn](#) and [Twitter](#)

AWARDS & EVENTS CALENDAR 2025

[22nd January](#): Business Culture Connected Half-Day Conference • [24th February](#): Workshop •
[24th February](#): Award Entries Open • [Quarterly](#): Peer-Learning Network Meetings •
[8th May](#): Business Culture Connected Half-Day Conference • [4th July](#): Award Entries Close •
[4th September](#): Finalists announced • [25th September](#): Business Culture Connected Half-Day Conference • [26th November](#): Awards Night & Winners revealed, London •
[December](#): Case studies launched

ANNUAL AWARDS EVENT

110+ organisations and 450+ guests present at the [Awards Event 2024](#) - Winners & Highly Commended announced 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 2024](#)



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 2025

May & September 2025 - 30+ speakers & 300 attendees sharing ground-breaking insights from today's major business trends. See More [May](#) & [September](#)



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 350+ 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.



VML employees THRIVE with coaching app



In 2021, VML recognised a critical need to enhance career coaching and mentoring for its global workforce of over 12,000 employees. Employee surveys revealed gaps in career growth, feedback and goal-setting resources. Traditional career development tools were

Search

Categories

All Case Studies & Insights

Business Culture Case Studies 2024

Webinars 2024

Overall Business Culture Award Winners

Business Culture Case Studies 2023

Business Culture Community blogs

Insights from Business Culture Connected



Dishoom

Welcome-Walla: How Dishoom revolutionised onboarding and employee retention

[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:

Welcome to the Judging Panel

Charlotte Carroll
Global Head of People Communications
Unilever

Background photo by Markus Spiske on Unsplash



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."

Member of Judging Panel
Business Culture Awards
Mar 2020 - Present - 5 yrs

Recognising and celebrating stand-out culture initiatives which deliver more positive, purposeful and productive workplaces. We enable organisations to share their work, the challenges and successes, with those embarking on their own journey of change or transformation.

♥ Diversity & Inclusion, Organizational Culture and +2 skills

EMAIL CAMPAIGNS

200k emails sent in the last 12 months to the Business Culture Community.

Receive repeated recognition in emails marketed to 5.1k 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

Business Culture Club | KELYOCG | AEGIS | 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, 8-9pm, 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 Difference" 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.



Sufia Hussain
Inclusion Equity & Diversity Director
EMEA
Wunderman Thompson

Case Study: Transformation



Creating a culture that colleagues feel a sense of belonging and are proud to work for is an integral part of our people experience at the Society. Being shortlisted in four categories and going on to win two Business Culture Awards is both motivating internally for teams but also helps us grow our reach as a charity and build our profile as a great place to work and volunteer which is so valuable. We are so excited and grateful to receive this recognition – it is testament to the fantastic team at the Society and also will help further our ambition - We want a world where dementia no longer devastates lives.

Corinne Mills, Director of People and Organisational Development, Alzheimer's Society

[View this Winning Case Study](#)

Case Study: Large Organisation

We are immensely proud to have won the Business Culture Award for Best Large Organisation, especially as we had some impressive competition! This recognition means so much to me, the DFDS UK&I People Team and our business leaders who strive every day to make DFDS a great place to work!

Thank you to the eminent judging panel for their feedback and to the Business Culture Awards team for an amazing event!

Fran Williams,
HR Director UK&I, DFDS



[View this Winning Case Study](#)

Best Business Transformation Initiative (over 3k employees)

Winner: Evri

International Winner: Cathay Financial Holdings Co.

Finalists:

Astra Zeneca - Global Operations
Heidelberg Materials + Dragon Learning
Project Management Institute (PMI) + Kin&Co
University of Bath + The TCM Group

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 Jo Parker, Business Development Director at \[jo.parker@businesscultureawards.com\]\(mailto:jo.parker@businesscultureawards.com\)](#)
- *Enter the 2025 Awards - Open for entries 24th February - 4th July. [Register here](#)*
 - With your work internally
 - And/or in conjunction with a client, for joint recognition
 - 27 categories including Transformation, Coaching, Leading with Purpose, Brand & Values and Future Workplace Readiness.
- *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.