



**2011**  
BEST PRACTICE  
**AWARDS**

*TradeAssociationForum*  
promoting excellence

Post Event Report



## Contents

Introduction	3
The Judging Process	4
The Judging Panel	5
Results at a Glance	7

### AWARDS:

Annual Report of the Year	8
Commercial Initiative of the Year	9
Electronic Communication of the Year	10
Environmental Initiative of the Year	11
Event of the Year	12
Marketing Campaign of the Year	13
Membership Pack of the Year	14
Membership Success of the Year	15
Publication of the Year	16
Sector Representation of the Year	17
Social Initiative of the Year	18
Website of the Year	19

### SPECIAL AWARDS:

Individual Contribution Award	20
Leadership Award	21
Lifetime Achievement Award	22
Trade Association of the Year	23
2011 Sponsors	24
Feedback	25
Why you should consider entering next year...	26
Not yet a TAF member?	27



# Introduction

The **TAF Best Practice Awards and Networking Dinner** is now in its ninth year. On 7th July 2011 many of the UK's leading Trade Associations assembled at The Plaisterers' Hall in London to celebrate another fantastic year of achievement as the 2011 Best Practice Award winners were announced.

The evening was hosted by former rugby international and TV commentator, Martin Bayfield, an imposing figure who hugely entertained the guests before announcing the deserving winners. Martin opened the evening by stating that the quality and innovation of the entries was very impressive and made the task of judging incredibly difficult. All entrants should be immensely proud of what they have achieved this year. The awards were presented to the winners by a representative of the sponsor for each category. Martin also highlighted the entries which were Highly Commended by the judges.

This report is intended to explain the Award categories and why, in the opinion of the judges, each of the winners was chosen out of the many excellent entries submitted this year.

# The Judging Process



Each entry submitted was judged against the following criteria:

- The merit of the entry
- The extent to which the entry met the awards criteria
- The degree to which the entry might demonstrate best practice to other associations
- Recognition that smaller associations may not have the same resource as larger organisations

## The Two Stages

### Stage One – The Sifting Panel

All entries, apart from the Special Awards, were first considered by an initial Sifting Panel, which comprised of senior executives from TAF member associations, none of which had a vested interest in the categories they sifted. They reviewed each entry on the basis of the award criteria for the respective category and agreed on a shortlist of entries. The shortlisted entries were then put forward to the Judging Panel.

### Interested in joining the 2012 Sifting Panel?

If you would like to volunteer some time to participate in the Sifting Panel next year, please email [priya.mistry@cbi.org.uk](mailto:priya.mistry@cbi.org.uk). Please note, the categories that you are allocated to sift will be confirmed once the awards entry deadline has passed, to avoid any conflict of interest.

### Stage Two – The Final Judging Panel

The Final Judging Panel met and debated the merits of each shortlisted entry for all categories until a unanimous decision could be reached.

## Judges Report

The Best Practice Awards aim to recognise and celebrate the achievements of trade associations across the UK. They aim to foster the search for excellence, to recognise and reward achievement and to encourage the communication and adoption of best practice amongst members of the Trade Association Forum.

The judges hope that this year's results will encourage discussion and debate amongst members of the Forum as well as generating conversations within their own organisations. The winners serve to demonstrate that the size and resources available to an association are no bar to demonstrating excellence. Three very small organisations have either been named as category winners or gained a commendation for exceptional achievement on behalf of their members. Other winners demonstrated the power of innovative thinking in achieving unexpected results.

On the night it was delightful to see just how much these awards meant to the recipients, with the broadest of smiles on display and much cheering from the audience.

The fact that there were 3 Highly Commended trade associations, simply reflects the calibre and range of entries and the fact that the judges felt that there were a number of incidences of excellence which deserved highlighting in particular.

As procedures and needs within associations evolve, especially in some of the electronic and social media environments, the judges felt that it may prove beneficial to look again at the award categories and criteria for next year to take account of the rapid change in methods of delivery in some of these areas.

TAF remains interested, first and foremost, in setting standards and looking to the future with its member associations.

# The Judging Panel

## **Linda Cavender**

***Manager, Trade Association Forum***

Linda has been the Manager of the Trade Association Forum since 2008. She has spent her career working within the trade association world undertaking a varied range of activities, but concentrating mainly in the area of membership. She spent 8 years working with the British Constructional Steelwork Association and took time to qualify as a lead assessor which was then utilised working with a third party certification body for the steelwork industry. She then spent 10 years with the Glass and Glazing Federation looking after the membership and negotiating national industry agreements with the trade unions on behalf of the flat glass industry before moving to TAF.



## **Julia Evans**

***Chair of the Trade Association Forum and Chief Executive of The National Federation of Builders***

Julia has been the Chief Executive of the National Federation of Builders for 5 years and is a founder member of the Construction Alliance. She has a long standing career in large scale public sector bodies in health, criminal justice and rail covering general management and HR. The NFB has been a long standing member of the TAF and Julia served on the TAF steering group for three years prior to taking up the chairmanship in 2011. She also sits on the Better Regulation Executive Strategy Group (BIS) and is a Governor of Leeds College Of Building.



## **Graham Hand**

***Vice Chair of the Trade Association Forum and Chief Executive of British Expertise***

Graham has been Chief Executive of British Expertise since May 2004, and the Co-ordinator of the UK Anti-Corruption Forum since 2010. Graham joined the British Diplomatic Service in 1980 after 10 years as a regular Army officer. From 1998 to 2001 he was British Ambassador to Bosnia and Herzegovina, working on the post-war development of democratic institutions; and from 2002 to 2004 he was British Ambassador to Algeria, where his task was to help rebuild the British presence after a 10-year terrorist insurgency, including re-introducing British companies to this market.



## **Anthony Murphy**

***Former Director of Strategy, Services and Olympics, Business Relations, Department for Business, Enterprise and Regulatory Reform***

Anthony retired from the Civil Service in October 2010 in order to concentrate on his 'extra-curricular' interests in the disability employment agenda, education in East Africa, and the evolution of the Big Society. He has written and lectured extensively on such topics as intellectual property, negotiating in China and other Asian markets, European economic reform, harvesting the economic fruits of the Olympic Games, and the leadership and management of change.



## David Sampson

**Skills Directorate, Department for Business, Innovation & Skills.**

At the time the Awards Panel met, David headed a team in BIS responsible for drafting speeches and briefs for ministers and supporting the Department's parliamentary business relating to sectoral support, enterprise and skills. Prior to that, David has worked on a range of issues within the Department including on electricity trading reform, export control reform, promoting exports to the Former Soviet Union, helping companies overcome illegal trade barriers within the EU and supporting the automotive sector. David has also worked on secondment for an international engineering company and has recently moved to Skills Directorate within BIS.



## Richard Gott

**Founder, MemberWise Network**

Richard is the Founder of the MemberWise Network, an online network that works alongside the Trade Association Forum, to promote good practice information and advice to the sector, as well signposting reputable suppliers. Richard has worked as a membership and marketing professional within the sector and has held various management roles within high profile organisations including the British Dental Association and the College of Optometrists and the Royal College of General Practitioners. For the past two years Richard has been an active Trade Association Forum Best Practice Awards Judging Panel member.



## Susie Kay

**Founder and Managing Director of The Professionalism Group**

Susie is passionate about the benefits of professionalism for all sectors of the economy. She has spent the last 20 years working with professional bodies, advising on the wider aspects of professional excellence and personal development. She was appointed as the first Director of Professionalism in IT for the British Computer Society and was previously Head of Professional Development for the Association for Project Management. She has developed and implemented professional standards for various associations and has worked internationally with strategy groups addressing the issues surrounding



professionalism, both for the European Union and as a member of the Certification Board of the International Project Management Association.

Susie is now a consultant, coach, speaker and writer and is the author of "Professionalism: the ABC for Success".



# Results at a Glance

## **Annual Report of the Year**

WINNER

**TIGA - The Independent Game Developers' Association**

FINALISTS

Association of Colleges  
British Beer and Pub Association

## **Commercial Initiative of the Year**

WINNER

**TIGA - The Independent Game Developers' Association**

FINALIST

Cleaning & Support Services Association (CSSA)

## **Electronic Communication of the Year**

WINNER

**PCG - The Voice of Freelancing**

HIGHLY COMMENDED

British Insurance Brokers' Association

FINALISTS

Agricultural Industries Confederation  
Society of Trust and Estate Practitioners

## **Environmental Initiative of the Year**

WINNER

**FerFA - Resin Flooring Association**

FINALISTS

British Beer and Pub Association  
Mineral Products Association

## **Event of the Year**

WINNER

**Horticultural Trades Association**

HIGHLY COMMENDED

National Bed Federation

FINALISTS

British Insurance Brokers' Association  
Intellect

National Specialist Contractors' Council

Professional Publishers Association

## **Marketing Campaign of the Year**

WINNER

**Professional Publishers Association**

FINALISTS

Mineral Products Association  
TIGA - The Independent Game Developers' Association

## **Membership Pack of the Year**

WINNER

**British Association of Removers**

FINALISTS

Federation of Plastering and Drywall Contractors

TIGA - The Independent Game Developers' Association

## **Membership Success of the Year**

WINNER

**PCG - The Voice of Freelancing**

FINALISTS

Society of Trust and Estate Practitioners  
TIGA - The Independent Game Developers' Association

## **Publication of the Year**

WINNER

**National Hairdressers' Federation**

FINALISTS

British Beer and Pub Association  
Horticultural Trades Association  
PCG - The Voice of Freelancing  
Recruitment and Employment Confederation

TIGA - The Independent Game Developers' Association

## **Sector Representation of the Year**

WINNER

**Surface Engineering Association**

FINALISTS

Council of Mortgage Lenders  
Mineral Products Association  
PCG - The Voice of Freelancing  
TIGA - The Independent Game Developers' Association

## **Social Initiative of the Year**

WINNER

**British Insurance Brokers' Association**

FINALISTS

BACTA - British Amusement Catering Trades Association  
The National Federation of Builders

## **Website of the Year**

WINNER

**British Association of Removers**

HIGHLY COMMENDED

Road Emulsion Association Limited

FINALISTS

Fire Industry Association  
National Association of Estate Agents

## **Individual Contribution**

**Jennie Harnaman, The Institute of Sales and Marketing Management**

## **Leadership**

**Richard Wilson, The Independent Game Developers Association - TIGA**

## **Lifetime Achievement**

**Philippa Allan OBE, Giftware Association**

## **Trade Association of the Year**

**The Independent Game Developers' Association - TIGA**

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#### FINALISTS

Association of  
Colleges

British Beer and  
Pub Association

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# Annual Report of the Year

## WINNER

### TIGA – The Independent Game Developers' Association



This award goes to an association that has produced an Annual Report that provides an interesting, accurate and compelling account of the Association's annual activities to members and other stakeholders.

The entries from this year's finalists were all very different, with contrasting use of images, text and format. What they had in common was an effective display of

imagination and an obvious desire for the documents to be both informative and useful.

The winner this year definitely had a remarkable impact. It was stylish and visually exciting, utilising images from the content of the games produced by their member organisations in an effort to capture readers' imaginations. The use of photographs of staff and key personalities,

as well as allocating relevant images to different sections throughout the report was highly effective.

The narrative of the year's key achievements, backed up by hard evidence, demonstrated a high level of performance during the year, delivering tangible benefits to members. The report also demonstrates how TIGA offers value for money to its membership and is, therefore, an important tool for membership recruitment and retention.

The report serves as a useful resource, offering a concise overview of the current state of the UK video games industry. An additional Annual Report Summary in similar branding, offering just the key achievements, was an extremely useful adjunct. Production was exceptionally cost effective and far lower than other entries. This was particularly notable given the look and feel of the document.

**2011**  
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FINALIST

Cleaning & Support  
Services Association

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 **Kingston Smith**  
Association Management

# Commercial Initiative of the Year

WINNER

**TIGA – The Independent Game Developers' Association**



This award is presented to an Association that demonstrates an outstanding initiative in a commercial venture, developing either a product or service which has made a positive contribution to the Association's net operating revenue and/or the commercial success of the sector.

The video games development industry like many others, has an ongoing problem

finding suitably qualified and trained candidates to fill vacancies in their studios. TIGA, by working with Train2Game (T2G), has taken practical action to help deal with the skills shortages that hold back the industry. This is a real challenge: a TIGA survey of game developers in 2008 showed that 63 per cent of respondents had faced skills shortages over the

previous 12 months. The T2G courses represent an initiative that complements existing games courses, providing specifically relevant courses to help ensure a fresh supply of well educated, employable, skilled new entrants to the video games development industry.

In becoming the independent awarding and examination body for the distance learning courses devised by T2G, TIGA is helping to deal with skills shortages that hold back the UK games industry by ensuring that the courses deliver relevant game development skills. It is also enhancing the quality of the individuals involved in the industry and providing a route for those without formal qualifications to enhance their standing and employability.

This is a shrewd development for TIGA, ensuring that they stay way out in front of the competition as well as providing a revenue stream equivalent to 26% of its turnover, an improved cash flow and increased influence over the sector's development.

**2011**  
BEST PRACTICE  
AWARDS

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#### FINALISTS

Agricultural Industries  
Confederation

British Insurance  
Brokers' Association

Society of Trust and  
Estate Practitioners

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# Electronic Communication of the Year

## WINNER

### PCG – The Voice of Freelancing



The voice of freelancing



This award is made to an association which clearly demonstrates the effective use of electronic delivery.

With a readership of 24,000 subscribers, the winning entry has become one of the most important communication tools for PCG – The Voice of Freelancing. Their fortnightly electronic newsletter was redesigned to match the new PCG branding and has been remarkably effective.

It is clearly designed and branded, ensuring that the guiding principles for both design and delivery are members'

needs, simplicity and accessibility. It is available free of charge to both members and non-members, offering information not just about PCG's activities, but also highlighting significant issues and signposting to a variety of sector intelligence which may be of value to members – no mean achievement given the diversity of those members.

As a consequence, it plays a key role in driving new membership as well as in member retention. Some 12% of non-member subscribers to the newsletter are

converted to membership and member retention remains high at 83.5%.

The newsletter is a cleverly designed vehicle for routing to other PCG offerings and effectively increases traffic to the home website, as well as capturing topical discussions and linking through to wider social networking audiences.

It is produced using existing internal resources, making it very cost effective.

#### **FINALIST: Highly Commended** **British Insurance Brokers' Association**

This submission received a commendation as it offered a very different and interesting interpretation of the criteria for the category. It outlined a very low cost three month trial for a comprehensive and structured social media and communications strategy which was innovative and looked very firmly into the future. It opened new communications channels and monitored what was being said about BIBA on social media. Overall it provided good results and offered a growing presence for the association.

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**FINALISTS**

British Beer and Pub  
Association

Mineral Products  
Association

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**streamline**

# Environmental Initiative of the Year

**WINNER**

**FeRFA – Resin Flooring Association**



This award goes to an association which has made an exemplary contribution to sustainability.

The judges were tremendously impressed by the winning submission from this small association, operating on a very limited budget, particularly since there was no

strong drive or push to introduce the initiative from their industry or from outside pressures. This was an ambitious scheme to have set up, providing tangible and long lasting benefits for both members and the environment.

This was a new initiative which achieved results very quickly, launching the scheme to members and the flooring market in March 2011, less than a year after a standing start in July 2010. They dealt with a perceived and specific problem, they shared best practice and reduced waste going to landfill with immediate effect through the new recycling scheme they created.

The results obtained by this very small organisation were simply remarkable and are an industry first, which benefits all members of the association and raises the environmental profile of resin flooring as a sustainable option.

FeRFA members are now operating an improved environmental policy without any extra expense but with huge benefit to the environment.

**2011**  
BEST PRACTICE  
AWARDS

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#### FINALISTS

British Insurance  
Brokers' Association

Intellect

National Bed  
Federation

National Specialist  
Contractors' Council

Professional  
Publishers  
Association

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# Event of the Year

## WINNER

### Horticultural Trades Association



This award celebrates the management and delivery of a successful event or exhibition.

In the current economic climate both conference and exhibition attendance has been struggling. Although there were already a number of successful shows in the winner's sector, HTA identified a gap in the market for a plant only UK show and could not ignore the opportunity it represented.

The show had two unique selling points – it would be plant only, no machinery or garden care suppliers were to exhibit and only UK based plant suppliers were to exhibit. It was a risky strategy but they believed it would work.

It was a low cost, back to basics show at which anyone could afford to exhibit on a level basis. There was a small budget for everything and they developed several reciprocal agreements to minimise costs. There was also a strong additional seminar programme to attract more visitors. Another innovation was the new Plant Awards, which were decided by visitor vote, to get visitors interested in attending the show. A total of 59 entries, the highest at any horticultural industry show, created a lot of media attention both at the show and after the event.



Feedback demonstrated that all the exhibitors rated the show good or excellent and over 50% rebooked within a month of the show. Next year's show is already sold out - an impressive result for an event in its first year.

By inviting small producers and traders in and keeping exhibitor prices down HTA encouraged attendance from those who would not normally go to exhibitions. As a result, they have been completely successful against their original objectives. HTA bravely set a deficit budget but have increased revenues and made a profit, an exceptional result for a new initiative.

#### FINALIST: Highly Commended National Bed Federation

The submission by the National Bed Federation was awarded a commendation as they too had identified a gap in the market and demonstrated a fantastic result from their first bed-specific event for the industry, generating an impressive return and great feedback. They also generated a significant income stream as well as new membership for the association.

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#### FINALISTS

Mineral Products  
Association

TIGA - The  
Independent  
Game Developers'  
Association

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# Marketing Campaign of the Year

## WINNER

### Professional Publishers Association



The voice of  
professional  
publishers



The judges noted that the criteria for this award emphasise the quality of the communications strategy and associated campaign, and does not necessarily focus on the results or achievement gained from that strategy. They felt that it could be

said that such strategies are about the organisation just doing their job but, in the case of the winning entry, PPA had found themselves in an extremely difficult position and created the campaign in order to address a very significant problem.

In 2010 the organisation had the courage to admit they had let things get out of hand and “had a mountain to climb” in terms of their membership retention. They had almost entirely lost touch with their influential target audience and so needed to initiate a recovery. Starting with a very low base, they planned and delivered a re-engagement campaign across multiple platforms.

They knew that results could not to be judged on membership volume and take up but by long lasting re-engagement. As a result of the campaign, within six months PPA had put itself back on the industry radar, thereby preparing the ground for further elements of the marketing strategy which they now knew would not fall on empty space.

The campaign had therefore acknowledged and gripped a very real difficulty for the organisation and met its stated objectives.

**2011**  
BEST PRACTICE  
AWARDS

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#### FINALISTS

Federation of  
Plastering and  
Drywall Contractors

TIGA - The  
Independent  
Game Developers'  
Association

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# Membership Pack of the Year

## WINNER

### British Association of Removers



The membership pack has been an element of Trade Association activity which has, in the past, been slow to evolve. Previous winners of this category have begun the process by which the organisation's desire to communicate with the member has been tempered with a need for clarity and good signposting to other services. When a member joins an association, the pack they receive should clearly demonstrate the relevance and importance of the association to that individual and the benefits which

membership will bring, not just to them as individuals but also to their businesses.

The judges considered that the membership pack submitted by the British Association of Removers, a black leather bound document wallet with inserts, was innovative, imaginative and exemplary in every way. It was felt that the organisation had worked hard to really understand the needs of its members and had considered how they might use all of the various components of the pack. Any member receiving the pack would understand

clearly that the organisation understood the needs and requirements of their members in a very detailed way and was working hard to support them. The membership pack would produce a very 'warm glow' of affiliation for that member.

In addition, it was considered that the wallet itself would be both long lasting and extremely useful on a day to day basis and that its physical presence, as part of the daily equipment used by the member, would provide an ongoing link with the association and its member services.

BAR had also constructed an extremely comprehensive welcome letter which demonstrated an interest in the future development of the member's business as well as their relationship with the association. A pre-loaded data stick tucked into a pocket of the wallet provided yet further elements of documentation and assistance. Using the data stick to download the documents it contains would lead to the members' only area of the website, where the member could find business leads in their area and other relevant services.

**2011**  
BEST PRACTICE  
AWARDS

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**FINALISTS**

Society of Trust and  
Estate Practitioners

TIGA - The  
Independent  
Game Developers'  
Association

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# Membership Success of the Year

**WINNER**

**PCG – The Voice of Freelancing**



The voice of freelancing



This award is given to an association which has clearly demonstrated a proactive initiative that has significantly increased the number of members or has significantly stemmed an outflow of members against previous years.

The winning association, PCG, faced two extremely difficult challenges for 2010 - this had been a truly challenging year economically for freelancers and they also

needed to take into account the extremely diverse nature of their membership, which now includes freelancers from every sector of the economy.

The strategic initiative included a greater focus on existing members and promotion of premium membership services, a proactive member retention campaign and increased communications to new freelance audiences.

Great energy and effort went into providing 60 Real Life Meetings workshops around the UK, with specialist speakers addressing relevant and specific issues. They also increased attendance levels at events designed for emerging freelance markets.

The strategy was an integral part of an overall commercial strategy designed to widen the membership funnel. A redesign and restructure of the website, increased use of social media, PR coverage from a second National Freelancers Day and strengthening the internal support staff all contributed to their success.

The strategy produced results in terms of an increase in membership numbers, offering a wider freelance audience, as well as increased membership retention.

By putting extra effort into their Premium services and extensive use of social networking, they were very successful in reaching their extraordinarily diverse community and dramatically raising their visibility during the year.

**2011**  
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#### FINALISTS

British Beer and  
Pub Association

Horticultural Trades  
Association

PCG – The Voice  
of Freelancing

Recruitment and  
Employment  
Confederation

TIGA - The  
Independent  
Game Developers'  
Association

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# Publication of the Year

## WINNER

### National Hairdressers' Federation

**nhf**  
national  
hairdressers'  
federation



This award is given for a publication which most engages and serves the needs of its readers, as well as promoting the sector. It should also offer excellent value for money to members of the industry.

The entries for this category were extremely diverse, including magazines, manifestos and strategy documents. Many

magazines and newsletters are now going online and creating a cross over with other awards categories.

SalonFocus, the NHF publication stood out as a uniquely useful resource for its target audience, entirely appropriate for the industry and extremely stylish in delivery. It not only acts as a forum for

NHF members but also offers wide ranging practical content, valuable business advice and editorial of a very high, ongoing, professional standard.

It is a news led association publication which averages nine news pages per issue, higher than most, and is printed for the benefit of members not advertisers. It is published bimonthly and carries much needed information on changes to legislation and has, in the past, been instrumental in achieving changes to such legislation.

SalonFocus provides vital information to members free of charge, a gap which is not filled by anyone else in their industry. Its value to members is clearly evidenced - in a recent members poll, this publication was rated the second most important benefit offered by the NHF, just behind the long established Legal Lifeline service.

**2011**  
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#### FINALISTS

Council of Mortgage  
Lenders

Mineral Products  
Association

PCG – The Voice  
of Freelancing

TIGA - The  
Independent  
Game Developers'  
Association

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# Sector Representation of the Year

## WINNER

## Surface Engineering Association



This award celebrates the successful and effective representation of a sector, a core activity for many trade associations.

As expected, the entries for this category were extremely diverse in nature. The judges thought that the entry from the winning association was remarkable for its

exceptional demonstration of cause and effect. SEA clearly showed that a very small association can, with courage and dedication, produce extraordinary results.

SEA had become concerned that recently introduced legislation would seriously disrupt members' businesses and the European Union manufacturing supply chain. They started by raising their concerns with the local MEP and created a possible strategy to address the problem. As they were not the only association affected by this issue they commissioned a report and set up a working group with a number of other organisations. They organised a delegation to the HSE and the European Parliament.

The working group also sent letters to ministers in two separate government departments, expressing their concerns and both then wrote a joint letter to the EU Commissioners, expressing their concerns and giving support to SEA suggestions on a way forward – a considerable achievement. The MEP tabled a series of questions to the European Commission and other influential

parties. As a result, any immediate supply chain issues were avoided, thereby securing members' ability to continue in business.

This was a successful 12-month lobbying campaign organised to deal with a severe external threat and which delivered a satisfactory outcome for all concerned. The costs were significant and there was no expectation of any income in return, but the campaign will result in enhanced retention and recruitment of members.

By involving other associations, forming alliances and sharing the issues, SEA made a heroic effort in clearly explaining and demonstrating the vital and collective importance of this issue to the UK manufacturing supply chain at the highest levels in Europe. This was a case study in how to influence the EU policy agenda and the very powerful campaign demonstrated without question that even a small association can have a big voice at European level and influence the implementation of legislation.

**2011**  
BEST PRACTICE  
AWARDS

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#### FINALISTS

British Amusement  
Catering Trade  
Association

The National  
Federation of Builders

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# Social Initiative of the Year

## WINNER

## British Insurance Brokers' Association



This award is given to a Trade Association which has clearly demonstrated an outstanding and successful charity or CSR campaign across any aspect of social responsibility.

It is, perhaps, too easy to ignore the plight of those who fall outside the normal remit of our everyday business dealings.

However BIBA, the award winners in this category, realised that they needed to 'right a wrong'. They were aware that there were many vulnerable consumers across the UK who, due to age or their medical condition, struggled to access insurance protection. They further realised that a social initiative from the insurance industry was clearly needed and was well overdue.

The initiative which they created would have a significant impact on hundreds of thousands of consumers, as well as associated charities and the sector they represent.

A signposting initiative was created to help consumers to access insurance protection which had, for them, become difficult to obtain. They worked with HM Treasury and the Government Equalities Office to create a market wide solution to help the people caught in this difficult situation.

The impact of the initiative was huge, with up to a thousand public enquiries a day to a specially set up telephone helpline and website. The initiative has also received strong approval from consumer bodies, the media and government. By encouraging the industry to behave more responsibly, BIBA have had a very tangible and obvious impact which has benefited large numbers of vulnerable consumers within a very short space of time.

**2011**  
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#### FINALISTS

Fire Industry  
Association

National Association  
of Estate Agents

Road Emulsion  
Association Limited

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**D** CREATE  
ONLINE  
PUBLISH  
WORDS

# Website of the Year

## WINNER

### British Association of Removers



This winning entry showed the judges a clearly set out and attractive website carrying large amounts of very useful information for both members and customers alike.

It was easy to navigate and uncluttered in style, making it very easy to use and to search for information. The site offers

distinct customer features and an area offering separate member-only features. The judges were also encouraged to see that the industry Code of Practice occupied a very prominent position.

The site allows members to generate new business directly from the services available with the creation of BAR's real

time price estimating system – an industry first. By allowing potential customers access to member businesses registered locally as part of the estimating process, the sales leads generated have been a boost for businesses at a time when the removal industry was hard hit.

The website was very cost effective for BAR and the capital investment is now generating income for continuous improvements. They are now attracting more members than at any time in past 25 years.

#### FINALIST: Highly Commended Road Emulsion Association Ltd

The judges felt that this was an extremely good entry, especially as it represented such a small association. The association had made great efforts with design, which resulted in a clear, helpful, attractive and informative site as well as being easily navigable. It also represented incredible value for money and was an excellent example of what can be achieved with extremely limited resources.

**2011**  
BEST PRACTICE  
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**SPECIAL  
AWARDS**

# Individual Contribution Award

**WINNER**

**Jennie Harnaman, Events Manager**

The Institute of Sales and Marketing Management



This award offers the judges the opportunity to acknowledge and applaud the consistent contribution made all year round by the very hard working staff who work so diligently to ensure the continuing delivery of services for their various trade associations. This year the judges are delighted to highlight the dedication and contribution of someone whose efforts have so obviously played a pivotal role in the recent success of her organisation.

Jennie Harnaman joined the Institute of Sales and Marketing Management (ISMM) in 1992 as a 16 year old school leaver. Her energy, commitment, talent and passion for ISMM have involved her in taking on more and more responsibility, proving her ability by driving membership growth and extending the quality and quantity of the ISMM seminar and events programme.

Jennie has extended the Evening Business Success Seminar programme from 14 in 2010 to 22 in 2011 with a budget of only £11,537 and only one assistant. This budget pays for venues, speakers, promotion and staff expenses so Jennie organises everything and even hands out badges on the day. Her determination to put on first class events has led her to negotiate sponsorship deals and zero speaker fees. The result is increased attendance and enhanced feedback.

Jennie is also the main organiser for the flagship event Successful Selling which she completely revised in 2010 as it had not been performing well, again

producing dramatic improvements in profits and feedback.

The British Excellence in Sales and Marketing Awards (BESMA) are the UK's main award for sales. This year Jennie and her assistant increased the range and quality of the promotion, organising 40 judges across 14 categories and attracting nominations from a significantly wider range of companies than previously.

Through sheer hard work she has gained a reputation as a magician, creating successful and profitable events with extremely low levels of resources, both in terms of staff and budget.

Her contribution has been endorsed and commended by her organisation in ringing terms. Her critical role as the interface between members, potential members, corporate sponsors and the organisation has proved invaluable. She is a central figure within the organisation, an inspiration to colleagues and is widely respected within the industry for which she has worked so hard over the past 19 years.

**2011**  
BEST PRACTICE  
AWARDS

TradeAssociationForum  
promoting excellence

**SPECIAL  
AWARDS**

# Leadership Award

WINNER

**Richard Wilson, CEO**

TIGA- The Independent Game Developers' Association



The Individual Award for Leadership celebrates the effective, innovative and relevant impact one individual has had on their industry association.

The judges believe that this year's winner, Richard Wilson, demonstrates the ideal for how a Trade Association Forum leader should behave.

There were many different leadership styles on display in the various entries received in this category. It was felt, however, that this individual award made it possible to say that the significant success of the organisation must largely be attributed to him as an individual and his inspirational leadership.

He has strengthened his association's brand and profile within his industry sector as well as enhancing their standing within the Trade Association

Forum itself. His leadership style has had a dramatic effect on TIGA's fortunes. Their increased visibility in the media, their continuous lobbying work, his thought leadership for the sector, have all led to a 47% increase in membership which is a remarkable achievement.

He has increased the association's turnover and profitability, achieved IIP accreditation and put in place innovations in processes, products and markets.

His extraordinary go-getter approach culminates in applications for many of the award categories available each year. This individual award acknowledges his drive to be the best in every way.

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**SPECIAL  
AWARDS**

# Lifetime Achievement Award

**WINNER**

**Philippa Allan OBE**  
The Giftware Association



Philippa Allan OBE, stands out in the gift and home industry as a beacon of persuasive leadership and selflessness.

Involved in the £10 billion a year giftware industry for over 40 years, Philippa is widely recognised for dedicating a huge amount of her life to help fellow businesses, the industry's trade association and the wider industry.

Visionary and with a no-nonsense, sensible and realistic approach to everything she has been involved in, she has put her head above the parapet, fiercely and fearlessly challenging long held views and practices, leading change to improve the business environment for the benefit of so many. Her outstanding ability and tenaciousness has always been recognised by her peers. She was elected Chairman of The Giftware Association from 2000 to 2002 and then elected the first female President of The British Jewellery Giftware and Finishing Federation in 2004.

As a vocal champion of small business, her dogged determination to beat down barriers caught the attention of those at the highest levels of Government. She was chosen by the Secretary of State for Trade and Industry to shake up the DTI and she served on the Managing Board of British Trade International and its successor, UK Trade & Investment, for a number of years. She was invited to serve as Director of the East Midlands International Trade association and received her OBE for

services to business in the East Midlands and international trade in 2009.

All that she has done for the trade associations and Government bodies she has been involved with have been without remuneration. When offered honorariums she has donated these to charity or used them to support the development of young people. She has been incredibly generous with her time, experience, deep knowledge and passion for the creative industries and small business.

Modest and self-deprecating with an intelligent and incisive mind and a great sense of humour, Philippa has the personality and interpersonal skills to develop highly productive relations with all she comes into contact with, from children to Government Ministers, trade and consumer media and other nationalities around the world. Able to articulate the views of all parties she has been an enormously effective conduit between disparate groups with very different views.

**2011**  
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**SPECIAL  
AWARDS**

# Trade Association of the Year

WINNER

## TIGA- The Independent Game Developers' Association



This award is given to the Association that the judges feel has demonstrated excellent leadership, innovation and success, and shown a breadth of expertise across a wide range of activities.

That is quite a tall order but the judges felt that TIGA was a clear winner this year, not just because they had made such enormous strides within their own industry, but also because their entries to the various award categories demonstrated the enormous levels of effort and achievement over the past year.

The continuing drive and innovation expended in order to move the organisation and its members forward at such a pace is truly worthy of this award. The organisation is an exemplar in how it behaves and in how it represents its members.

The association continues to punch way above its weight in terms of size and influence. It engages with government at every possible opportunity and has become formidably effective and visible as a result. Their high levels of achievement and the excellent internal teamwork and leadership means that they are showcasing best practice at every turn and encouraging people to adopt best practice by doing the right things that everyone could aspire to.

Corporate pride and spirit is much in evidence in all the awards entries received but especially so in those from this organisation. They have clearly demonstrated that they are strong in a wide range of areas of activity. They entered nine categories, were shortlisted for seven and won two, all with 3.5 (full time equivalent) members of staff.

They have shown consistent performance over a number of years and this is the first time in the history of TAF that a small trade association has won the award of Trade Association of the Year two years running. This has proved that smaller organisations can compete on an equal footing with larger organisations with greater resources and bodes well for entries next year.

The judges felt that if TIGA is an exemplar then the future for what else could be achieved by Forum members looks very bright indeed.

## 2011 Best Practice Awards and Networking Dinner

### The Deeson Group

We provide a fully integrated member communications and marketing service to trade associations through:

**CREATE** - Impactful, effective membership recruitment/retention and lobbying campaigns – branding, magazines, brochures, membership packs.

**ONLINE** - Websites from design to build, plus emailers to social media, mobile to tablets.

**PUBLISH** - Publishing of magazines / journals including design, advertising sales, print, distribution.

**WORDS** - Research, news/feature editing, copy writing.

[www.deeson.co.uk](http://www.deeson.co.uk)

### Confex

Confex is the leading event for event organisers - over 12,000 people attend the show to learn the latest industry news, network and source cutting edge products and services from the leading suppliers of UK and International venues, destinations and support services.

Dynamic and inspiring, Confex offers essential business opportunities which should not be missed!

[www.international-confex.com](http://www.international-confex.com)

### Juice Event Production

Juice Event Production is a Live Events company specialising in producing conferences, award shows, themed events, meetings, exhibitions, team experience incentives, product launches, performance improvement programmes and our own in house team building events. Juice can create and produce your event from start to finish or you can create your own event smoothie with our blend of services such as our free venue finding service. We offer a personalised service listening to what the client wants and injecting some creative flair to the production process whilst keeping costs down, simply 'more zest for less'.

[www.juiceeventproduction.com](http://www.juiceeventproduction.com)

# Sponsors

### Kingston Smith Association Management

“Helping associations succeed”

At KSAM we specialise in managing trade associations. We're not an events or PR company looking to diversify – this is what we do.

We can provide you with a carefully tailored package of services, either as 'full service management' or to meet particular needs. Our specialisms include:

- Advice on representational work
- Strategic advice
- Governance advice and reviews
- Secretariat services
- Accounting and bookkeeping
- Event management
- Membership services
- Website services

[www.ksam.eu](http://www.ksam.eu)

### Towergate Insurance

Towergate Insurance was launched in 1997 as Towergate Underwriting Group, and is now the largest and fastest growing independent insurance intermediary group in Europe. A leading Trade Association insurance broker, we understand the unique issues faced by member organisations and specialise in delivering tailored, cost-effective solutions to enable your business to grow.

[www.towergateinsurance.co.uk](http://www.towergateinsurance.co.uk)

### Streamline

Streamline has over 10 years experience working with Trade Associations, providing card payment processing for all major debit and credit cards including MasterCard and Visa. Offering businesses a range of products and services, from fixed, portable and mobile card acceptance devices; to taking payments over the telephone, by post or online.

[www.streamline.com](http://www.streamline.com)

# Feedback

"Overall an excellent event - good food, great speaker and awards process ran very smoothly and quickly (even the background music added to the excitement!)"

David Sampson, Business & Skills Ministerial Briefing Unit, Department for Business, Innovation & Skills.

"Many thanks for last night's awards; it was a good event and everyone enjoyed Martin Bayfield!"

Becky Reid, Fire Industry Association

"I just wanted to say well done to you all for such an excellent event yesterday. My chairman and I really enjoyed it and it was a real showcase for the association world."

Andrew Large, CSSA



# What our Sponsors say...

"We thought the event was run very professionally and to a very high standard. We were proud to have our name associated with TAF. We made some contacts and definitely helped to build brand awareness. Thanks for all your hard work in putting the event together."

Julia Crompton, The Deeson Group

"Thank you ladies for a wonderful evening - I had a blast. It was impeccably delivered and flawless."

Ruth Johnson, Streamline

"Overall a very enjoyable evening. We have also had some very positive feedback from our guests at the event, which is of course good news"

Rob Johnson, Kingston Smith Association Management



# Why you should consider entering next year...

"We are developing TIGA into a tenacious, innovative, growing and ambitious organisation in order to advance the interests of games developers and developer-publishers and to achieve our vision of making the UK the best place in the world to do games business. Winning four awards at the Trade Association Forum's Best Practice Awards is a stunning achievement and confirms that TIGA is on track to achieve its ambitious goals."

**Richard Wilson, Chief Executive Officer, TIGA**

*Winner of the Annual Report of the Year Award; Commercial Initiative of the Year Award; Trade Association of the Year 2011; and Richard Wilson was awarded the Leadership Award.*

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"We pride ourselves in the way we communicate with and look after our members, so it is great that our innovative approach has been recognised in our industry."

As PCG enters its teens, these awards demonstrate that freelancing is now well and truly on the map amongst business groups and associations and we are causing our peers to stand up and take notice."

**John Brazier, Managing Director, PCG – The Voice of Freelancing**

*Winner of the Electronic Communication of the Year Award and Membership Success of the Year Award*

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"Many customers and businesses do not know where to find advice on suitable insurance protection. BIBA's Find a Broker helpline and website are excellent examples of how BIBA is achieving success on behalf of members. This award is a testament to the hard work of the BIBA team and we are delighted to receive recognition from our trade association peers."

**Eric Galbraith, Chief Executive, BIBA**  
*Winner of the Social Initiative of the Year Award*

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"We were, of course, all absolutely delighted to win Publication of the Year at this year's TAF Best Practice Awards. SalonFocus has entered this category a number of times over the years and so we were well aware of the level of competition and the quality of the other entries. To win therefore is, we feel, a huge achievement."

"Winning this award is vindication of the commitment of the National Hairdressers' Federation to quality journalism and highlights the growing importance of hairdressing, and the Federation, as a 'voice' of the high street."

"The evening itself was very enjoyable and Martin Bayfield was an excellent host. All we have to do now is try to retain our title next year!"

**Nic Paton, Editor, SalonFocus, National Hairdressers Federation**  
*Winner of the Publication of the Year Award*

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## Benefits of Entering

Receiving a Best Practice Award will not only ensure your trade association will have the kudos of being an award winning organisation, it will also be an opportunity to showcase your organisation and its expertise amongst your contemporaries and to encourage others to follow your example.

By entering you can also benchmark your organisation against other UK trade associations, sharpen the focus of your organisation and its activities, learn from trade association best practice and just as importantly motivate and reward your colleagues.

The 2012 Awards will open for entry in autumn 2011.

## Would like some guidance on your entry?

If you are thinking about submitting an entry, the Forum Team are here to help. If you would like to discuss your application prior to submission, please contact **Priya Mistry** on **0207 395 8238**.

# Not yet a TAF member?

## Who are we?

The Trade Association Forum (TAF) is an umbrella organisation for industry trade bodies. We are here to try to improve the professionalism of UK trade associations and to promote best practice in all aspects of trade association activity. The Forum promotes the role of trade associations in creating a positive business environment and forming public policy and supports its members with products and services which are vital for the day to day running of their organisation.

## What can we do for you?

Whilst the sectoral issues which affect trade associations are unique, many of the operational issues they encounter affect most trade associations on some level. The Forum has an extensive range of services designed specifically to help with these day to day operations.

### Best Practice:

The Forum is very much in the business of promoting best practice and values immensely the input of members in order to facilitate this.

We achieve this in a number of ways:-

- Benchmarking reports
- Surveys
- Annual Awards
- Exchange of information.

### Conferences & Events

The TAF events programme provides members with invaluable opportunities for networking and sharing of knowledge. Our Events calendar includes:-

- Annual Conference
- Best Practice Awards & Networking Dinner
- TA Best Practice Exchange
- CEO Lunches with Ministers, Civil Servants and other guests of interest
- Training and Seminars

### Research & Publications:

The Forum publishes a wide range of reports and studies updating you on issues affecting trade association activities.

- Comprehensive Benchmarking Studies
- Salary and Benefits Survey
- Value Added Measurement Methodology
- 'Benefits of Trade Associations' Stakeholder Leaflet
- 'Managing Trade Associations' by Mark Boléat

Plus much more!

**For more information about TAF activities and membership, please contact us on 020 7395 8283**



The TAF Best Practice Awards are organised by  
Trade Association Forum

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