

CASE STUDY Business to Business



The Institute of Directors

CLIENT

The Institute of Directors (IoD) is the UK organisation supporting, representing and setting standards for directors. The IoD Yorkshire and Humber region has almost 2,500 members, with active branches across Yorkshire.

OBJECTIVE

The IoD in Yorkshire had a traditional approach to business. Cicada's objectives were to break the old fashioned traditions of the organisation by encouraging more women to join the Institute and positioning the organisation as THE network for directors in Yorkshire. Cicada also needed to win the trust of members so that they would co-operate in wider promotional activities. The IoD wished to increase their membership considerably through the nineties and into the 21st century.

IMPLEMENTATION

Cicada's work reaches well beyond the press relations function. The account team counsel new chairmen and regional directors, secure sponsorship, represent the IoD at the highest level with Yorkshire Forward, mix with editors and media directors, introduce partnering initiatives and organise high profile events. Cicada encourages IoD members to take part in public events and represent the Yorkshire point of view in national debates.

Cicada's managing director has always been a member of the Institute, playing an integral role in driving the region forward. For five years she was Chair of the highly successful IoD Export Award Scheme.

Since 1992, Cicada introduced and administered successful campaigns including dipstick surveys (which set the regional trend for business opinion surveys), the Export Award Scheme (the only one in the country), the Centenary Business Award 2000, introducing the first female director of the year category, a roadshow of BBC events across the region in 2001, and the Director of the Year Awards 2005 and 2006.

Cicada has also had creative input into the staging of a huge variety of events, including award schemes, business breakfasts, working lunches, and media briefings. Cicada has produced the monthly IoD Yorkshire newsletter which it has managed to enliven without 'dumbing down'. Cicada also identifies members whose businesses/personalities are newsworthy and facilitates media coverage.

RESULTS

Over the past 14 years, Cicada has expanded the IoD's profile both regionally and with the Institute's national headquarters in Pall Mall. With many re-organisations, the most significant when the RDAs were established in 1999, and the appointment of four successive regional chairmen, Cicada has protected the Institute's reputation through times of crisis and through periods of no leadership.

We have introduced IoD members as spokespeople to the media and ensure that the Bank of England regularly consults our members on matters affecting SMEs in the region.

Cicada has secured key partners for IoD events and initiatives including leading firms from Yorkshire Bank to Deloitte and media partners such as the Yorkshire Post, BBC North and Insider magazine.

Membership of the IoD has increased from a few hundred in the early nineties, to more than 2,500 in 2006.

CICADA
communications