

Case study 01

Institute of leadership & Management (ILM)

Client: Institute of Leadership & Management

Description: Research, marketing strategy, project management, website

Background: Newly formed from 2 professional management bodies and owned by global educational group, City & Guilds, ILM's challenge was to establish leadership in the field of leadership development its self. Starting the project by consulting the newly formed ILM management team, existing members, business leaders and leadership gurus, we helped formulate a fresh and relevant leadership proposition. Then started the task of getting the message to target groups in a variety of media.

What we did:

- Project management of its first international leadership conference, which was attended by over 300 business people
- Research programme to identify and disseminate performance improvements resulting from personal development
- Creation of their first e-newsletter 'Live Leadership' designed to build a community amongst members spread across the globe and to raise awareness. Other initiatives included on-line surveys, PR videos and opinion polls
- Project management and promotion of 'Living Leadership' a live global satellite broadcast featuring presentations by leaders such as Donald Trump and Mikhail Gorbachev. We helped set up the joint venture with American leadership group.

The project included design and build of a website, direct mail campaigns and email marketing as well as running brainstorming sessions with senior managers to develop their marketing strategy.

What the client said: "Just a note to thank you for everything you did for us in organising what was a stunning success. The way the event was put together, marketed and presented was extraordinary. We could never have done it without you and on behalf of ILM can I extend our thanks for everything you did for us."

Gary Ince, Chief Executive, ILM

The screenshot shows the website for the '06 Conference' at the Institute of Leadership & Management. The header includes the ILM logo, the tagline 'People @ the heart of Leadership', and the event details: '28 February & 1 March 2006 Shaw Theatre, Novotel Euston, London'. A navigation menu contains links for 'CONFERENCE 06', 'ABOUT ILM', 'LEADERSHIP COMMUNITY', 'ADVERTISING', 'SPONSORS & EXHIBITORS', 'LEADERSHIP BLUE PRINT', and 'TESTIMONIALS'. Below the menu is a 'Sponsors & Exhibitors' section with a '1st FOR LEADERS' banner. The main content area is divided into three columns. The left column has three red-bordered boxes: 'TAKE PART' with a registration link, 'READ ALL ABOUT IT!' with a link to an article about ILM's leadership qualifications launch, and 'SIGN UP!' with a link to become a member. The middle column features a 'Be inspired!' section with a thank-you message to delegates and speakers, followed by a paragraph about the conference's success and a 'Further information from:' section with contact details for Annette Maylam and Carol Canton. The right column has a 'LATEST NEWS' section with a headline about Richard Branson, a 'PHOTOS FROM THE DAY!' section with three photo thumbnails, and a vertical scrollbar on the right side. The footer contains a red bar with links for 'CONTACT US', 'PRINT THIS PAGE', 'EMAIL US', 'SEARCH THE SITE', 'PRIVACY', and 'TEXT SIZE'.