

Credentials 2025

Events & Exhibitions



**Best
Medium Agency**

2023



**IC Consultancy
of the Year**

2022

We want to see a world where boring is banned!

Can you imagine that? A world where we don't have to settle for stale and stodgy, where the tedious is taboo and boredom is soooo last year. No one deserves the dreary after all!

So, we're on a mission to boot boring out the barn door through killer IC campaigns, daring design and sparkling digital innovation.

Everything we do starts with you because your audience are the most important people, right?

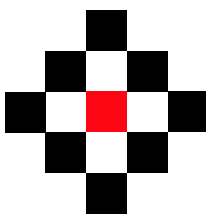
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

We **make the complex simple** by surgically removing the BS and turn the mundane into the marvellous...

... and **we zero in on the problem** that needs solving, helping us to smash your targets through creative, bushy-tailed, and emotionally engaging comms.

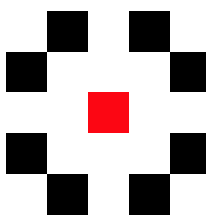
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

Our areas of expertise



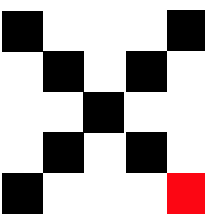
Internal Comms & Change

We'll cut out the chaff, keep it simple and help you create and share engaging and impactful stories. It's our insight, our ability to pair solution-providing campaign strategies and activations with cool, creative content that keeps clients coming back for more.



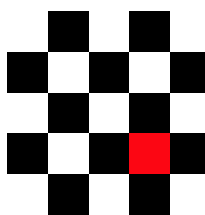
EVP & Employer Brands

Come for the internal comms and stay for the EVP! So your internal brand is a little drab, and you're not getting your fair share of the talent out there. We get it. Our Employee Value Propositions expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



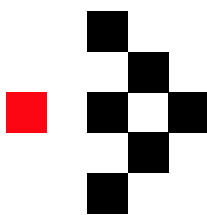
Design & Brands

Bad design is soooo 2021. Because we get to know you before we even think about opening InDesign, we're one step ahead. We'll take your brief and turn it into something beautiful which just works across multiple channels and settings. It will hit your brief and maybe even take it to another level.



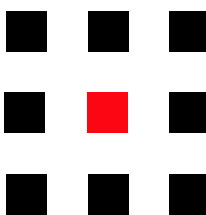
Events & Exhibitions

Virutal or face-to-face, we apply our banish boring mantra to the events and exhibitions we set up and run for our clients, too. We're 'people' people and love connecting people to people to get important messages across and embedded in an immersive and engaging way. It's an approach that works, evidenced by how our clients keep coming back to us to tell their stories through events and team get-togethers.



Animation & Film

Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



Digital Solutions

We transform your digital solutions and bust the complex by designing, developing, and delivering multi-platform solutions for web and mobile apps and online gamification.

We're a team of insight and IC gurus, creative sparks and digital wizards

Meet a few of us...



Design Director

Paul Cohen

Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



Creative Director

Nick Cordell

He likes to think he's an expert mountain biker, but Nick tends to spend more time in hospital after crashing than on the trails. No matter how incapacitated he is, he always comes up with design gold!



Senior Account Executive

Megan Hambly

Typically buried somewhere in a bookshop reading the current best-seller. But when she's not, she'll be digesting the latest client briefs and turning them into perfect project plans.



Internal Comms Director

Carly Murray

Fancies herself as an 80s popstar, but unfortunately, she can't sing for toffee. Even in the shower. Thankfully, Carly sounds much better when talking about all things internal communications related.



Experiential Specialist

Greg Langham

As a ski instructor, parkour instructor and mountain marathon runner, Greg is always on the hunt for new, exciting experiences. He also loves creating interactive experiences for your employees.

Our work

Live Events.

everyone^{TV}

The
Freemoji Island
Hotel

Welcome
to our
summer
party!!!

surgery

A time for celebration & gratitude

Insight

To mark the launch of their new free streaming service, Freely, Everyone TV transformed their summer party into a Freely celebration. The primary goal was to express gratitude to employees for their dedication and hard work on the new platform while providing a unique and memorable celebration to surprise and delight them. Typically, attendance at summer parties is low, so through creative, intriguing invitations and teaser communications, we aimed to create a 'can't miss' atmosphere.

Idea

The venue, featuring a central beach bar with real sand, was ideal for a fun and engaging theme. We transformed the space into a bespoke hotel within a hotel, complete with unique branding. Guests enjoyed a photobooth to capture memories, a custom employee-made playlist, cocktails, and a BBQ. Actors portraying over-the-top hotel staff added a touch of magic by handing each guest pink sunglasses and leis, enhancing the celebratory atmosphere.

Impact

89% of guests reported they really enjoyed or enjoyed the celebration.

93% felt extremely appreciated or appreciated.

68% attendance rate.

"It's been just brilliant working with you on it. You've been 100% dedicated, totally unflappable, resourceful, creative, and fun throughout."

Jess Hookway
Internal Communications Manager





Supporting Paramount to celebrate Inspiring Women

Insight

For International Women's Day 2023, Paramount wanted to create a real buzz in the office. They asked us to create screen posters, a schedule of events, bunting and cupcake toppers, and wanted to focus on well-known and lesser-known British women who have made a difference through the decades, across the world and in the media and broadcast industry.

Idea

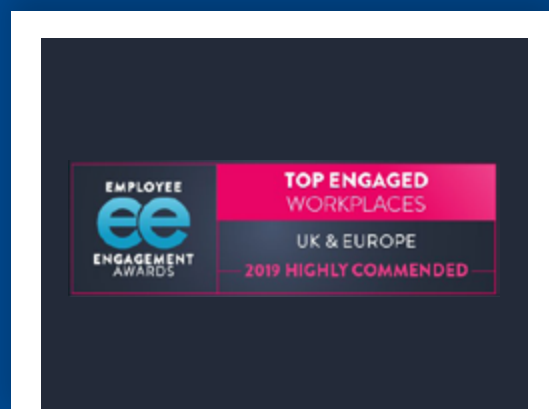
Using the colours for their Women+ Employee Resource Group, we created a looping deck of screen posters showcasing brilliant women including; Marie Curie, Nicola Adams OBE, The Lionesses, and so many more! This was played on all screens in the office throughout the day. We then created the other assets using this look and feel, which really made them stand out amongst other comms.

Impact

The client was super happy, saying “These are just stunning! They are brilliant!! Really excited to see these up on the screens”. The events went “swimmingly” on the day, and they had a fab turnout which is amazing to hear.

Kelly Todd
Head of Internal Communications



The logo for 'BIG HACK' is displayed. The word 'BIG' is in a large, white, hand-drawn, brush-stroke style font. The word 'HACK' is in a smaller, white, clean, sans-serif font with a double outline, positioned directly below 'BIG'. The entire logo is set against a solid dark blue background.

Insight

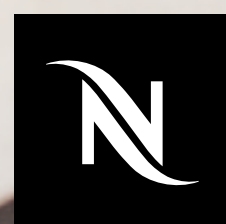
Idea

Impact

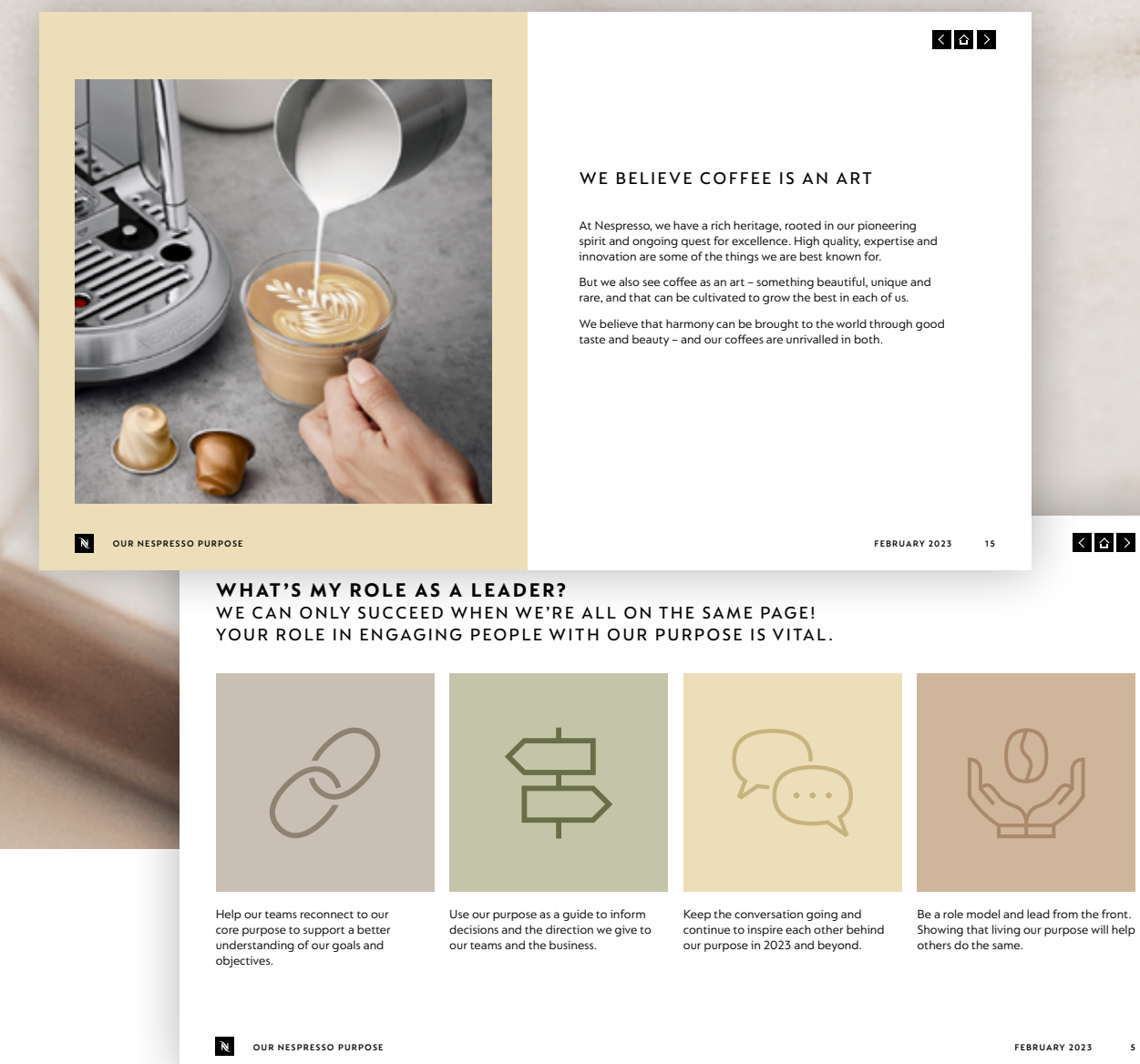
A sharp increase in campaign-based workplace activity and engagement with major improvements in every leadership programme target measure.



CULTIVATING COFFEE AS AN ART, TO GROW THE BEST IN EACH OF US



surgery



Creating art to create a stronger connection to business purpose

Insight

Nespresso asked us to help their people focus in on their brand purpose. A leadership session was the ideal time to start embedding the message, so we created and facilitated a fun session to zero in on their purpose, explore what it means to them and engage them in it, so they could cascade it to their teams.

Idea

We kicked things off by demonstrating the importance of purpose and how businesses that have one and use it are more successful. Then we brought the Nespresso purpose to life through an art activity inviting participants to depict the consumer journey and their own 'moments of growth' in art. We followed up by delivering a leaders' toolkit.

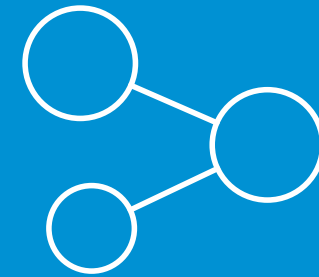
Impact

We received fantastic feedback from the fun session "... a huge thank you for your work on the leadership day. We have had a wealth of positive feedback; one person said it was the best leadership day they have had. Thank you so much for bringing our purpose to life in such a creative way."





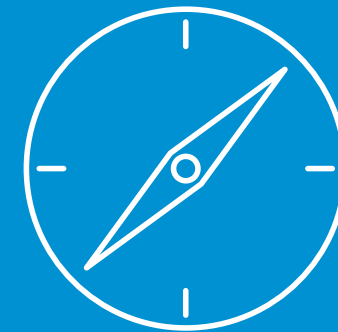
DISCUSS



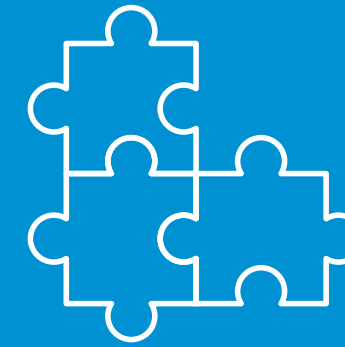
SHARE



LEARN



EXPLORE



CONNECT



THINK



Empowering managers to talk to their teams about change

Insight

NATS needed our help to drive inspiration and understanding of their new business strategy and change plans with their people managers. NATS routinely updates their leaders and expects information to be cascaded but this was a different approach, so we knew it had to stand out and really make people sit up and listen.

Idea

It was all about helping NATS people managers have better conversations with their teams about the organisation's strategy and how they were changing. We identified the key content areas to address and initiated a series of 'Your Space' workshops to deliver the messages and really help people find the space and time they needed to get on board.

Impact

We saw wholesale and impressive lifts in understanding, confidence, engagement and in how NATS people managers felt valued and invested in a post-event survey, compared to a pre-event check in. The workshops, which have now become an annual event, scored highly and we received some brilliant anecdotal feedback.





foodnet.com CONFERENCE 2019

A deliberately disruptive event to shift leadership mindsets

Insight

Nestlé came to us with a problem. Their business was being nibbled away at by fresh-thinking, agile and adaptable food business entrepreneurs. How could they and their leadership team get back to basics and be more dynamic and think on their feet to face the challenge head on?

Idea

We needed something disruptive to jolt their leaders out of their routine and to create a wave of new thinking and a fresh mindset. We set up a foodnet.com event as part of a wider 'Ignite' engagement programme which placed leaders in a new scenario... that of a funky new start up. It opened up a whole new perspective and got them thinking about how they and their teams could be more agile, to challenge and be challenged, and to feel confident to make decisions on the go.

Impact

Nestlé recorded a positive increase in the event's target measures around how well their extended leadership team felt connected. We wanted leaders to be more collaborative across departments and post event we saw a 25% increase in Workplace activity and rises across the board in a post-event understanding and engagement survey.





Delivering excitement around Paramount+ launch

Insight

Paramount+ launched in the UK in June 2022, and they came to us to support them with the internal launch to employees. They wanted to celebrate the launch with the people that made it happen and recognise all the hard work that had gone towards the new streaming platform. They wanted to create excitement for the launch and a buzz in the office.

Idea

We supported with the employee launch party in their office, working with our production partners, Chameleon. At the event there were food and drinks vans, a DJ, wall projection and a screening space indoors to watch Paramount+ films. In addition, we organised a graffiti artist to create a mural in Camden, and a countdown clock which was displayed in their office for the week leading up to the launch.

Impact

The clock created a real buzz around the office, and even attracted some media attention, featuring in the [Sunday Telegraph](#). The launch party was well received by all, and everyone had a great time. The client said: "A huge thank you for all your amazing work in the lead up to the launch of P+. You smashed it!"



Paramount

surgery

at 25

Celebrating Channel 5 with a birthday party

Insight

Channel 5 was turning 25, so Paramount came to us to organise an event to celebrate with their employees, and thank them all for their contribution to the channel's success. This was their first event since coming back after the Covid-19 lockdowns, so we had to make it really special.

Idea

We were restricted with the party having to be outside due to social distancing guidelines, and the space being a listed building so we had to keep decorations to a minimum. So we organised the light touches, including branded balloons, cupcakes, signage and a photobooth.

Impact

We had great feedback on the day from many employees who said “all the little touches, including the cupcake toppers, branded signage and balloons really made the event feel special.”



“

You're all super helpful, super smiley and super-efficient, nothing ever seems too much to ask and you clearly have a wealth of experience and knowledge in what you do. I can tell you're a cool bunch and you give me confidence in delivering what I need to for my colleagues!

Claire Shaw Internal Communications

Paramount

surgery



Paramount's next peak

Insight

Paramount had some exciting news to share with their people - a brand new sustainability campaign. They needed our help to kick off the campaign with a big announcement centred on a fortnight of inspiring events and activities. It was about reminding their teams that small things can make a big difference.

Idea

We launched the Peak Sustainability campaign with an all employee event for which we created a eco responsible cardboard set, fully recyclable and fully engaging! We also created supporting asssets including an FAQ document, a guide book to the new campaign posters, schedules and more.

Impact

The cardboard set was a hit with everyone, including Ben Fogle who was the host of the townhall. He said how amazing the set looked during his interview!



STAYING CONNECTED CONFERENCE 2023 and beyond...



MBNL – Staying Connected Conference 2023

Insight

MBNL were hosting a company-wide conference and their objective was to capture the employee voice and engage employees in how they can co-create the change they needed to make, focusing on values, behaviours and ways of working.

Idea

Our Experiential Specialist designed a two-hour interactive workshop which involved an energiser, creating pride stories; how they were feeling, what makes MBNL great and what they wanted to learn, plus declarations of personal contribution to MBNL's success. All participants were provided with a craft box to create their masterpieces which made it really engaging and fun.

Impact

Engagement throughout was measured using Slido with 175 participants responding to the polls, and the output for each activity was really valuable for how MBNL would shape the next phase.

Leftover craft materials were donated to Hillside Primary School, Lower Earley. "On behalf of all the staff and children of Hillside thank you so much for your generous donation."



Bringing a breath of fresh air into IC networking events

Idea

Our Barn to Boardroom (B2B) networking event was established way back in 2015 and is a chance for IC and engagement professionals to come together and share their challenges, experiences, ideas and frustrations. At B2B we unearth new thought-provoking and down-to-earth real-life stories from our speakers (the sort you won't typically find on the speaker-circuit).

Impact

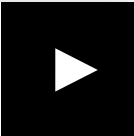
- 99%** of attendees say it's a relaxing and friendly environment
- 97%** say it has interesting and varied talks
- 93%** says there is the opportunity to connect with peers
- 90%** say there are fresh ideas
- 89%** say there is the opportunity to share challenges

Testimonials

- "A great opportunity to meet, mingle and hear the real-world experiences of fellow communicators in a beautiful setting away from the hustle and bustle."
- "Refreshing and inspiring - a valuable day away from BAU!"
- "Great location, very friendly environment and interesting speakers. Why can't all networking/conferences events be like this?"



View video



Virtual Events.

GBG

surgery



Stronger together

A dynamic TV-show style virtual event to inspire GBG's people to feel stronger together

Insight

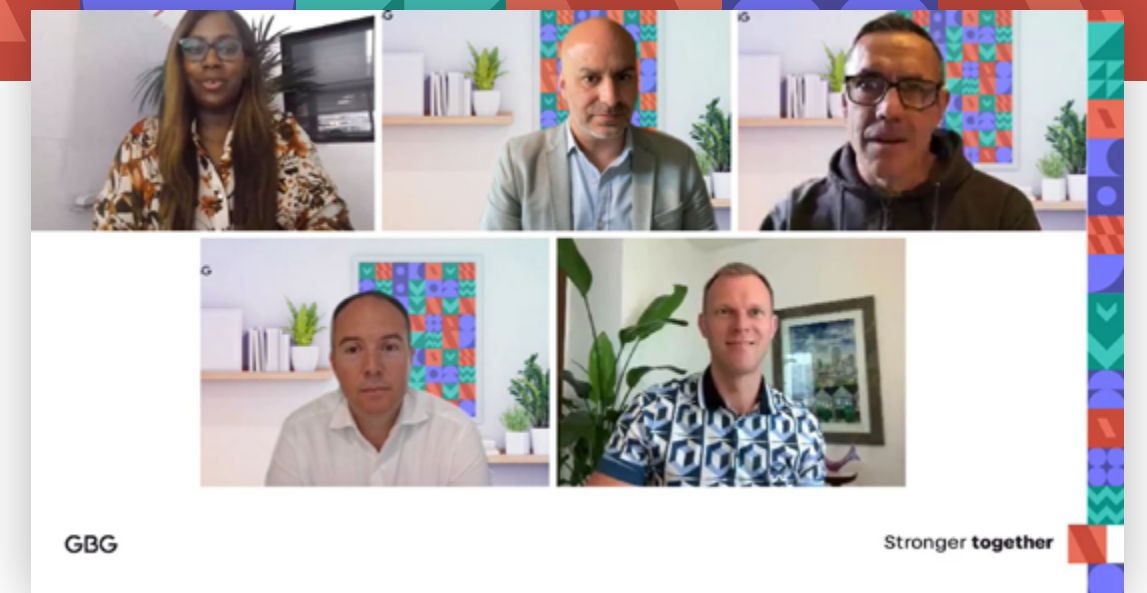
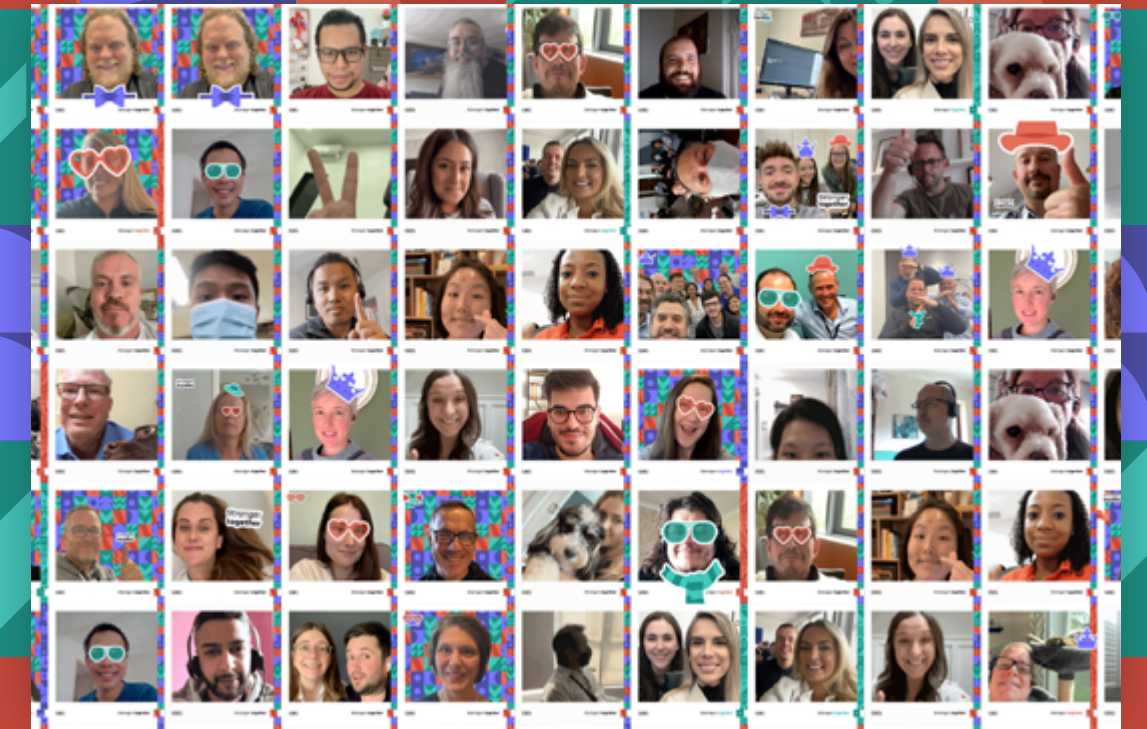
GBG wanted to bring their employees together globally to celebrate the year, thank everyone for their part in their success and to excite them about their future plans.

Idea

A live virtual TV-show experience with no speaker talking for more than nine minutes to keep it dynamic and interesting. We maxed out on the interactivity and created a bespoke virtual photobooth to capture the moment when everyone was 'stronger together'.

Impact

92% agreed that they enjoyed the event,
83% felt inspired to smash the year ahead,
91% felt proud about what GBG do,
87% felt clear on where they're heading and
95% believed they were stronger together.



View video



convatec



convatec
— forever caring —

surgery

Launching Convatec's refreshed brand globally to employees

Insight

Convatec needed an exciting and engaging way to launch their refreshed brand globally to their employees.

Idea

What better way to connect 10,000 people across multiple time zones than with a hybrid virtual event? Using their Reading office as a base, we broadcasted two live sessions, hosted by their CEO and other colleagues who have helped to shape and create the new refreshed brand.

Impact

We had 1,286 individual logins to the events and 10 sites that had 'watch parties' gathered to live stream the events. This allowed the offices and manufacturing sites to have the opportunity to watch live as the refreshed brand launched.



View video



convatec

Marketing'21



surgery

One hybrid virtual event, one marketing community, one Convatec way of marketing

Insight

With 240 marketers across multiple timezones, and the newly-formed marketing Centre of Excellence, we needed to create an engaging way to bring the community together that felt like more than just a 'Teams meeting'.

Idea

On day one we broadcast live from Convatec's Reading office out to their global community, hearing from their CEO and setting the foundations for the rest of the event. The next three days saw a mix of vision broadcasts, ensuring the branding and key messaging were communicated coherently and dynamically.

Impact

The global team were brought together for the first time as one marketing community. The success of the four day sessions left the global team feeling inspired and empowered for the future of marketing at Convatec.



“

The week was a great reminder of the importance of marketing and even more importantly the incredible energy and value that you get from such a diverse and engaging group of people unified around our passion for improving the lives of the people we touch. Thoroughly enjoyed the conference.

Andy Hunter Global Sales Force Effective CRM Director

convatec

“

What a fantastic week, you thought about every single detail and I need to share a big thank you on behalf of the whole team for always being there and available and support each of us at every step!!! What a result.

Silvia Grattieri Global Marketing Director Masterbrand

convatec

easyJet

surgeon

Launching easyJet's 2022 plan to their top 350 leaders

Insight

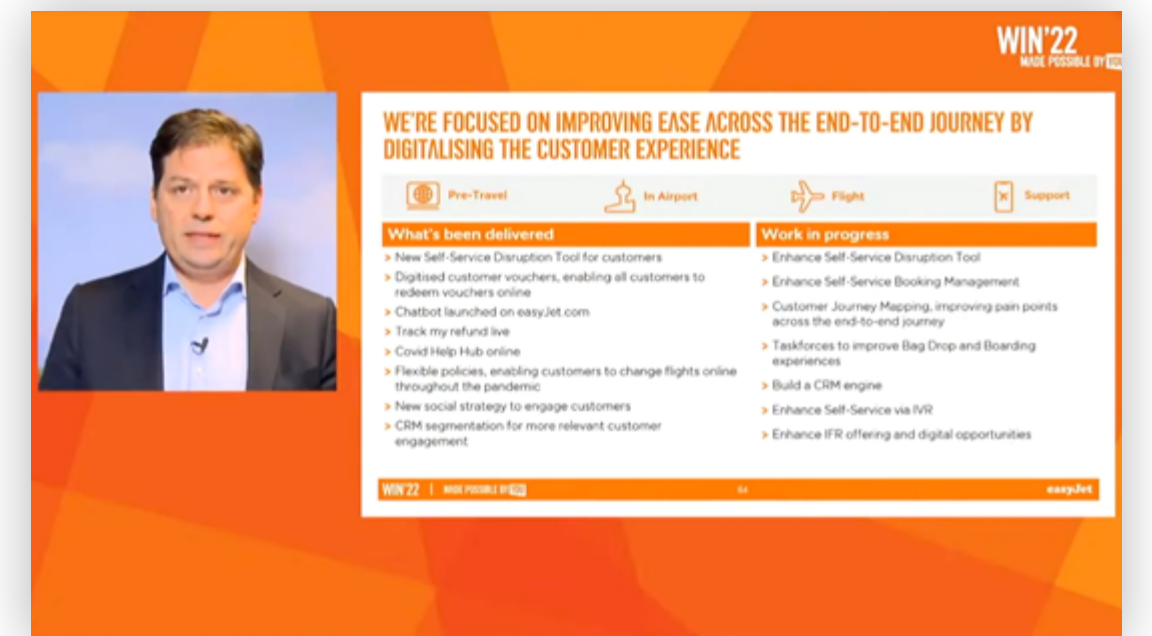
easyJet wanted to create a fun and inspiring creative campaign that communicated their 2022 plans. The campaign was to be delivered to the top 350 leaders at their annual virtual conference.

Idea

We needed to reach a global audience during a time where travel was restricted (even for an international airline), so we brought everyone together with an upbeat and engaging virtual conference. The top 12 leaders were together in their Luton head office, and broadcast live to the worldwide audience.

Impact

The top leaders left the event inspired for the year to come with a clear narrative to pass on to their colleagues and teams.



View video



“

We love working with the Surgery because they're bright, creative, strategic, and they're so collaborative in their approach. Even when something isn't quite right, we work really closely together to get the best outcome for the business.

Laura Campbell Head of Internal Communications

easyJet



VIRTUAL VOYAGE

GENERAL AVIATION SUMMIT



Flying virtual for the GA community

Insight

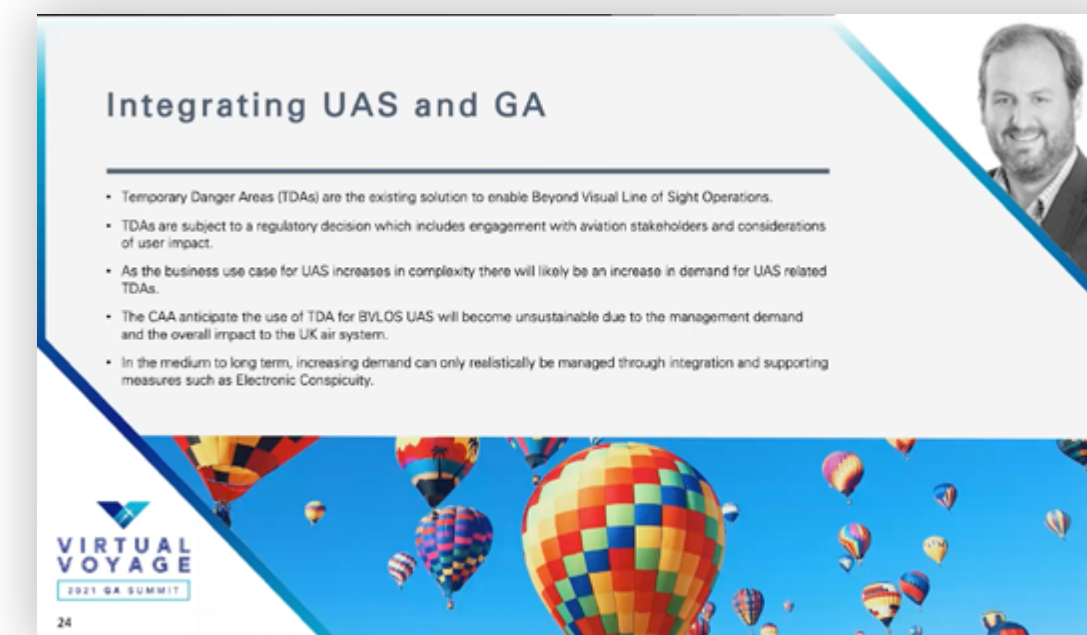
The ask was to create a virtual roadshow, as in-person events weren't allowed in lockdown 2020. This needed to feel far from a PowerPoint delivered via Zoom and really engage attendees.

Idea

Virtual Voyage was born, delivered via Zoom but full of engaging speakers, video content and Q&As which enabled the General Aviation (GA) community to have their say and feel listened to.

Testimonials

"Over 2,000 of you registered to attend the five sessions. It was great to see you all!"



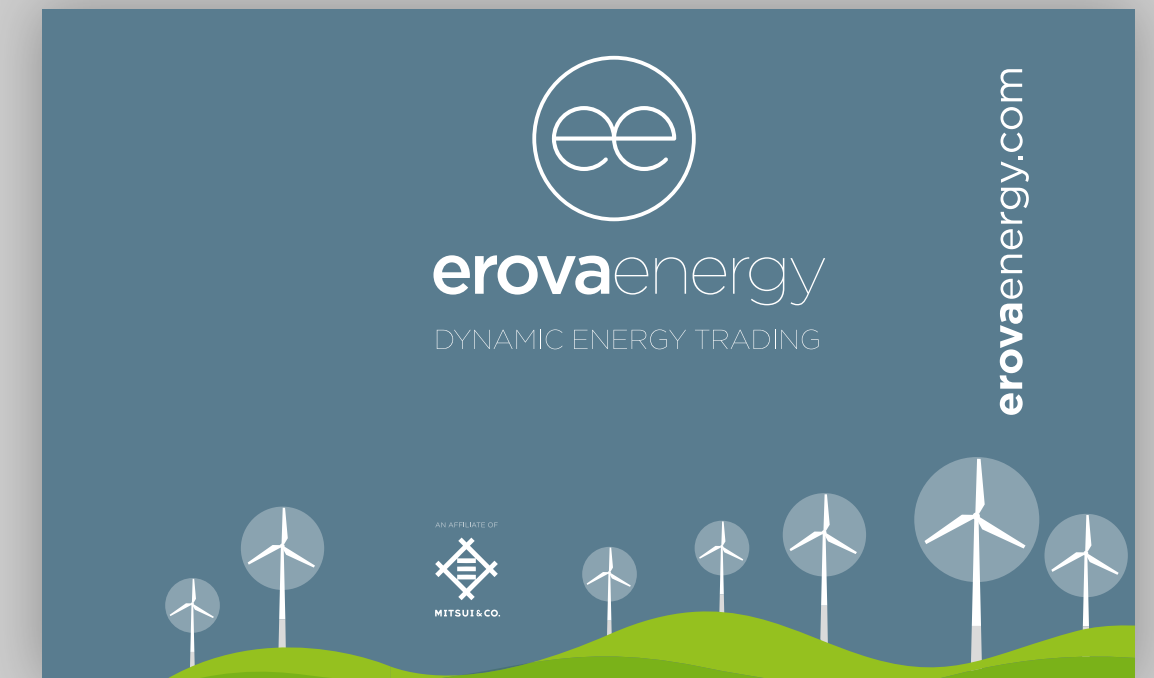
View video



Exhibition Stands.



surgery



Standing out from competitors with Erova Energy

Insight

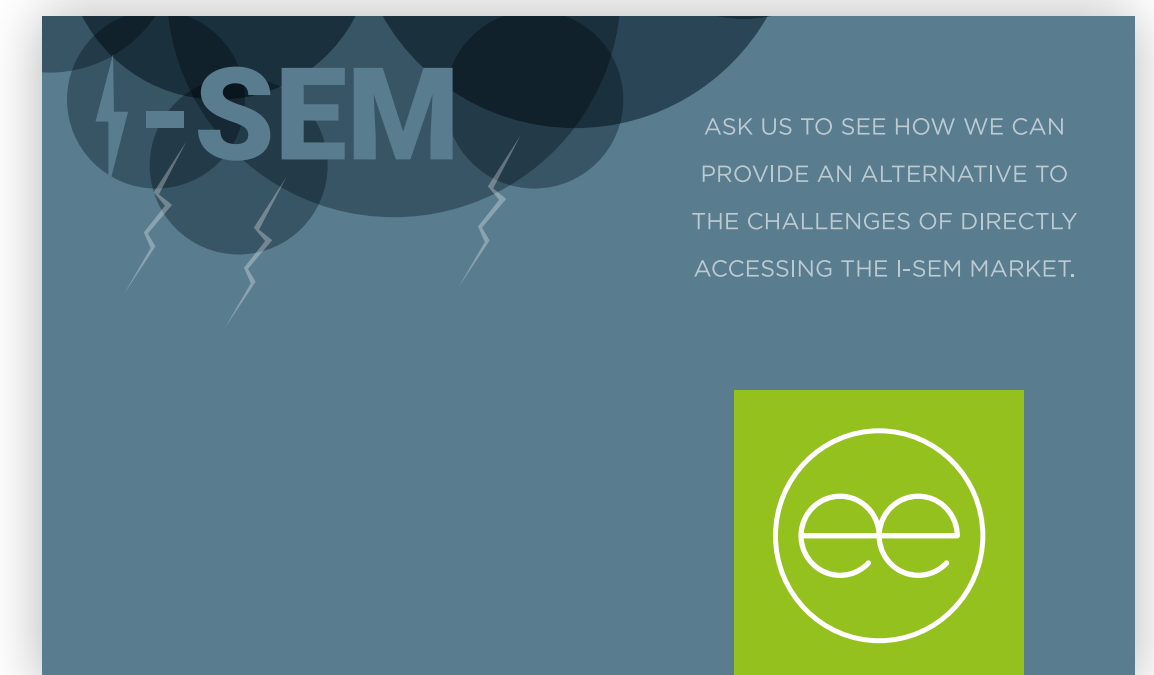
We needed to create a flexible design that could fit the different size spaces, depending on where Erova were exhibiting. It needed to be eye catching and stand out from the competitors.

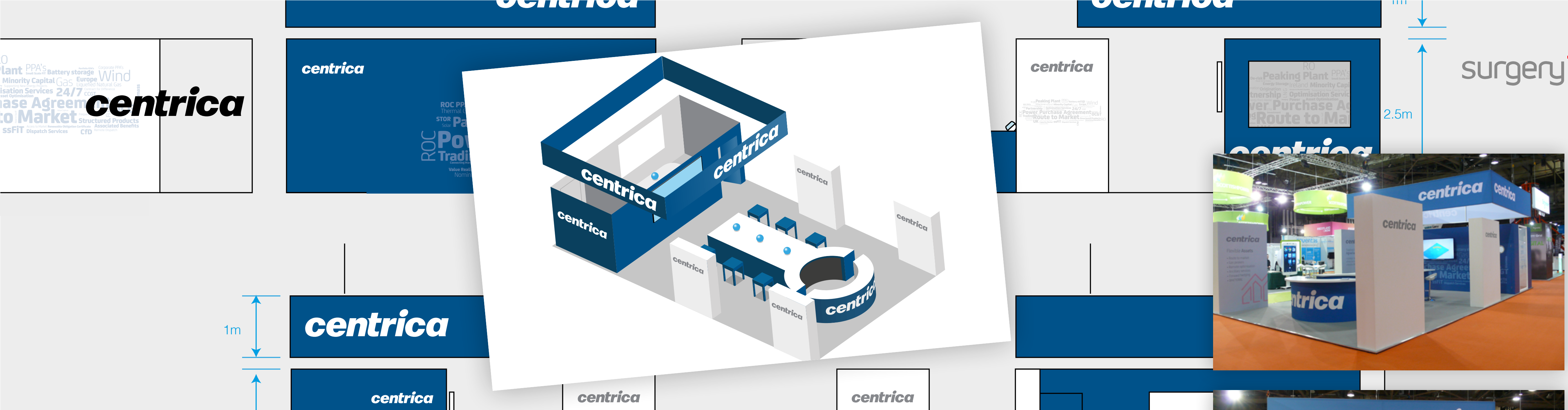
Idea

We used the lime green in their brand to highlight key areas, and create an impactful arch to house a TV screen to show their highlights video. We also needed a meeting space, shelves for brochures/leaflets and a desk. The panels have been updated over the years, but the structure still remains as it always has.

Impact

With this design, Erova saw an increased footfall of 27% compared to previous years, with more leaflets and brochures being taken than before.





Evolving Centrica's exhibition stand over the years

Insight

We have been working with Centrica for a number of years on their All Energy exhibition. During that time, the budgets and the requirements have changed, but we have always produced eye-catching, fit-for-purpose stands.

Idea

Each year we focused on different key messages and the size of the space we had to use. We also evolved how we used the brand based on what competitors were displaying, to ensure we remained ahead of the curve.

Impact

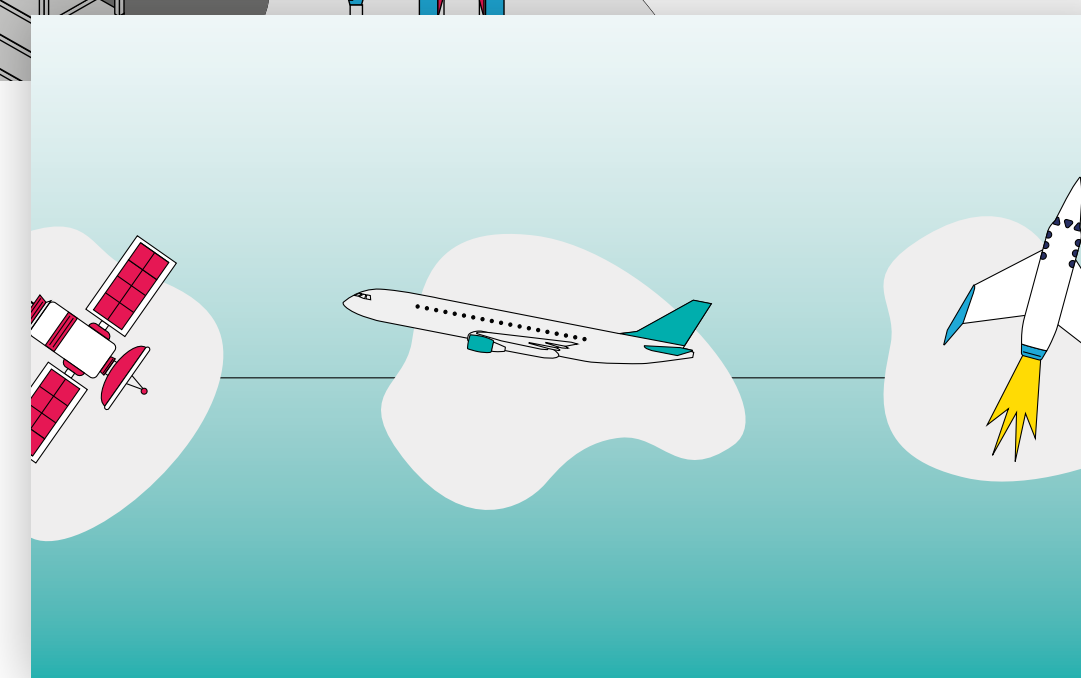
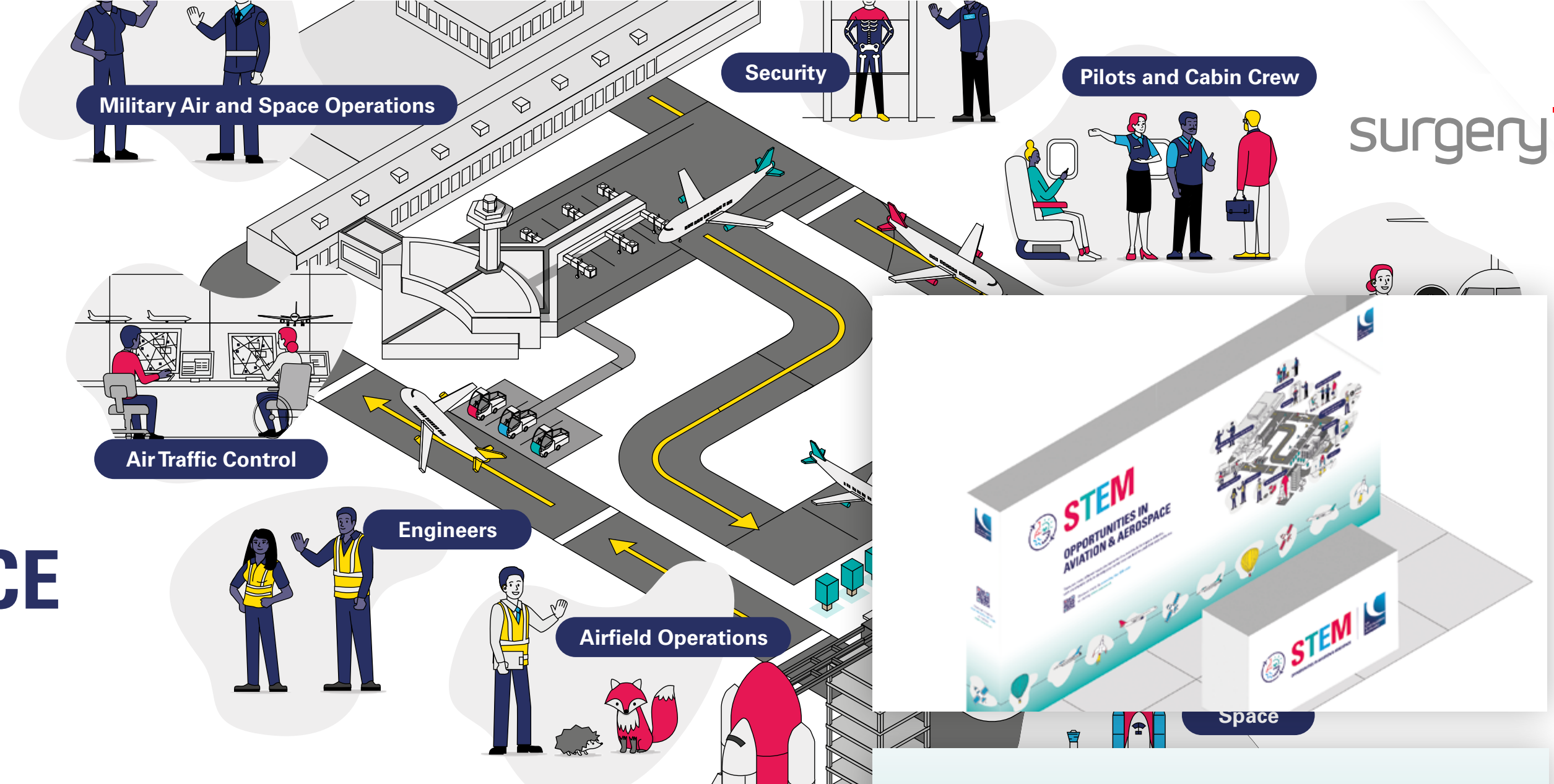
Each year, the stand has delivered valuable clientele. It's helped Centrica be present at important events and exhibitions allowing them to further the brand and their business with key groups and individuals.





STEM

OPPORTUNITIES IN AVIATION & AEROSPACE



Helping youngsters' careers take off with the CAA

Insight

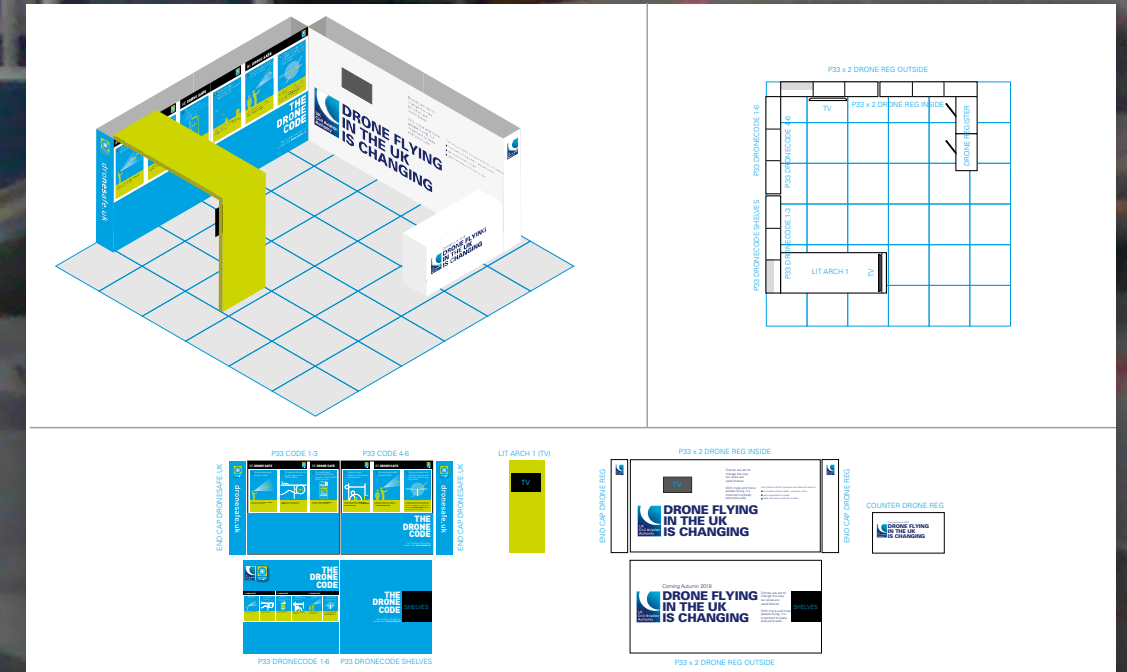
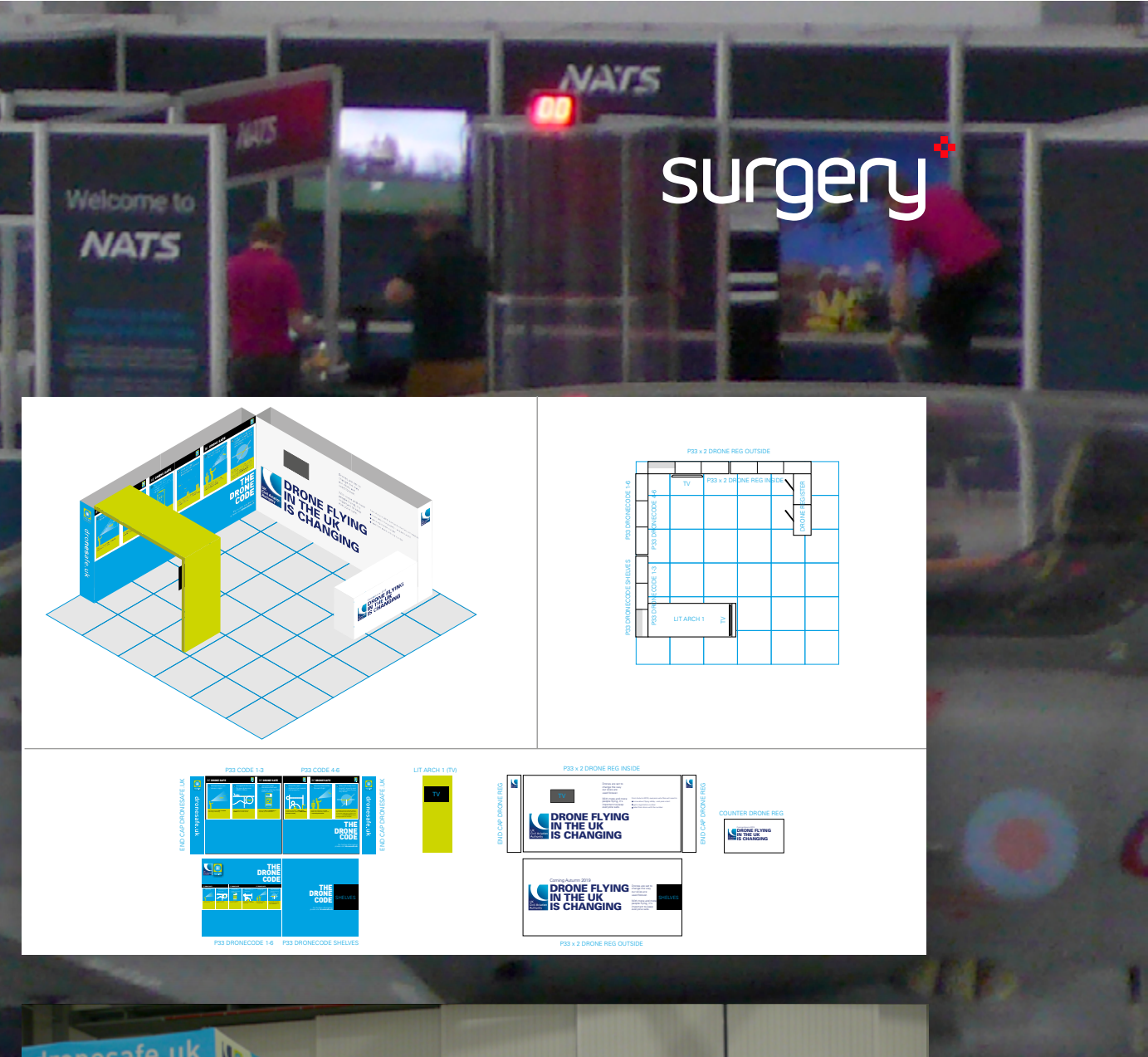
We needed to create graphic panels for an existing kit that focused around 'Opportunities in Aviation and Aerospace' for the CAA. They had to appeal to youngsters to help them understand the content and feel inspired to think about a career in aviation.

Idea

We needed a design which would cater for two configurations, a straight wall with all the panels side by side and a 3x3 set up. We used a career map as a key feature to highlight various roles in the aviation and aerospace industry. We also wanted to demonstrate that the CAA is more than just aeroplanes and looks after all forms of aircraft using STEM's iconic illustration style.

Impact

This stand attracts a lot of attention, wherever it is displayed. The bold colours and imagery lend well to capture the viewers' interest, encouraging them to head over and find out more.



Creating a versatile, portable exhibition stand for the CAA

Insight

Our brief was to design a portable exhibition toolkit that could be used within spaces from 3-9m². It needed to be robust, long lasting and modular in both construction and content.

Idea

Working with Nomadic, we developed a versatile system that was easy to transport and build on show sites all over the UK. It contained a Drone Cage for the safe flying and demonstration of drones, it had meeting spaces, demo spaces, built-in TV's and literature points all covered in key messages and broken into zones. Equally It could also be downsized to provide a single key message solution, depending on the show attended.

Testimonial

“We commissioned the solution of parts six years ago and they are still going strong today. It is easy and cost effective to update the magnetic graphics and we always get a positive reaction wherever we go.”

Jonathan Nicholson
Assistant Director Of Communications



CANSO

surgery



A focus on CAN SO at Airspace World

Insight

CAN SO was charged with taking over the Airspace World global airspace navigation service providers' yearly trade show. They wanted their stand to have a real presence and be the main point of focus for their membership but also as a contact point for delegates to the Geneva Airport event.

Idea

There was only one way to go and that was BIG! We designed one of the biggest stands at the show. It was designed to grab delegates' attention, as well as being a meet and greet zone. We created an open and welcoming space which included cosy breakout zones. It was also designed to enable the hosting of an industry awards event on the second day of the show.

Testimonial

"We received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CAN SO stand, the website and app is incredible."

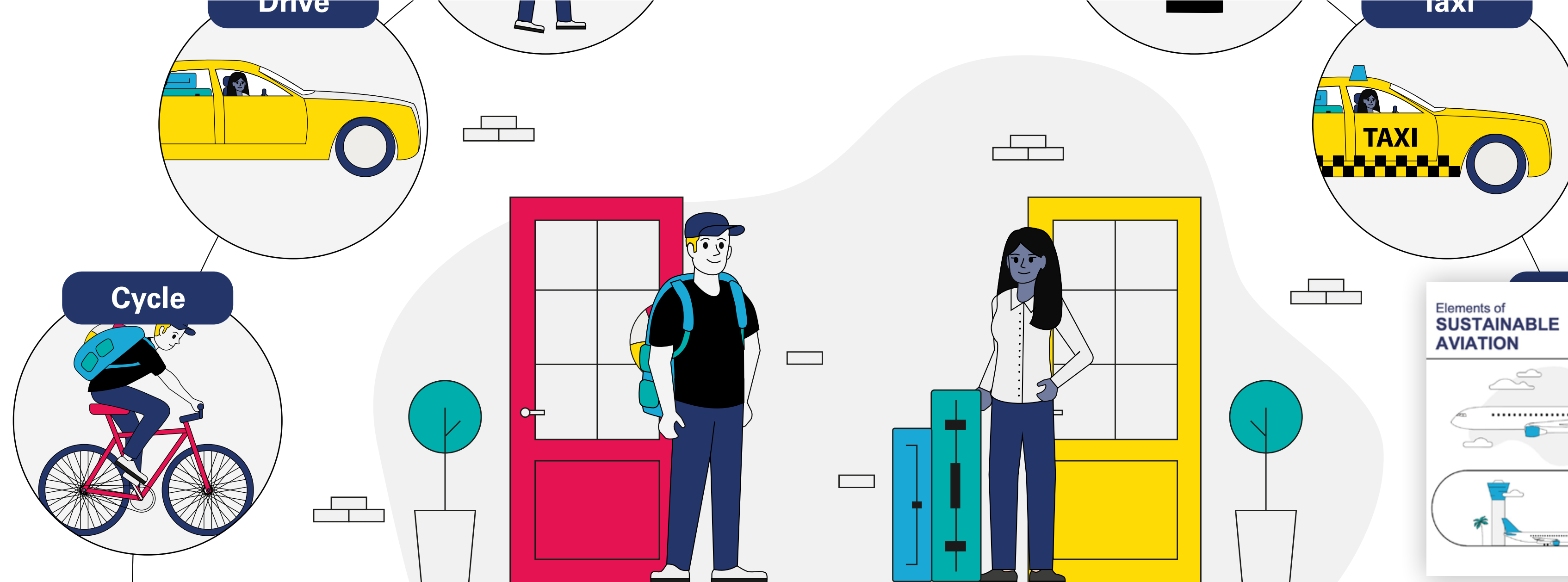
Deborah Seymour
Communications Director



View video



Digital Solutions.



surgery⁺



Engaging the next generation in sustainability

Insight

The CAA Sustainability and STEM team approached us to help with developing a suitability activity for a group of 150 students at Teesside Universities Aviation Conference. This needed to be engaging, thought provoking and be able to be delivered within the time frame of 1.5 hours by CAA facilitators.

Idea

With the specific topics decided by the CAA sustainability team, we set about creating a series of activities which ranged from Slido timed quizzes for fastest correct answer, polls, discussions and a Dragon's Den style session. For the students had to decide which sustainable product they would support from a panel of three ideas presented by CAA experts.

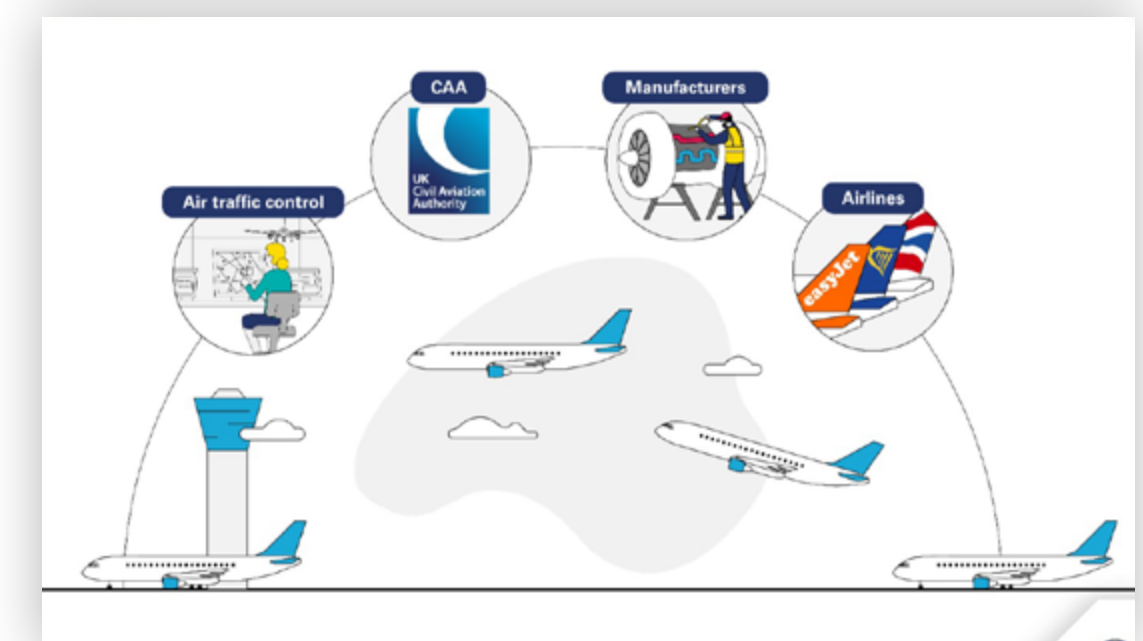
Testimonials

"The sustainability presentation and activity was a huge highlight of the event offering the most engagement and interactivity across the conference."

Brenda Jefcoate
STEM & Aviation Skills Consultant

"Internally and externally and across both teams, you all worked together brilliantly to make it happen, and make the event super enjoyable to be part of – so huge huge thank you."

Nic Stevenson
Head of Strategy





THE SECRET OF THE LOST SCIENTIST AMS ESCAPE ROOM



Aviation meets STEM in this ultimate rescue mission!

Insight

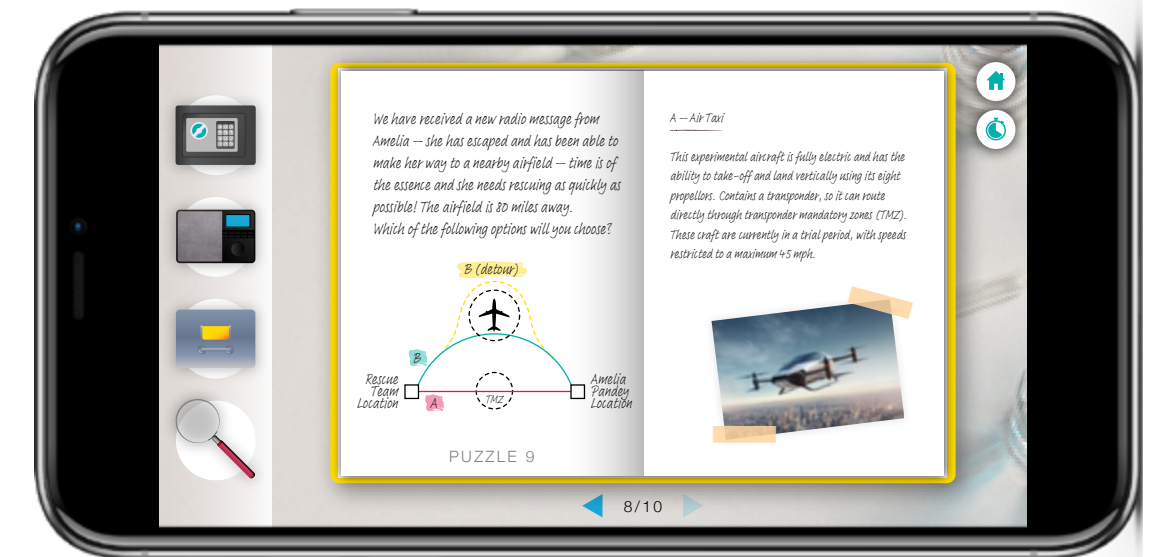
We needed to create an escape-room-based activity that centred around the airspace modernisation strategy, helped impart knowledge and learnings, while also being fun and engaging. The target audience was KS3&4 pupils and industry-focused individuals.

Idea

After a lot of researching and idea generation we finally landed on a puzzle-type story lead solution, that would lead the reader through the learning in an interactive way. The last two questions would then divert to a 'choose your own adventure' type approach, allowing for discussions — with no correct answers, just different outcomes and consequences based on the choices made.

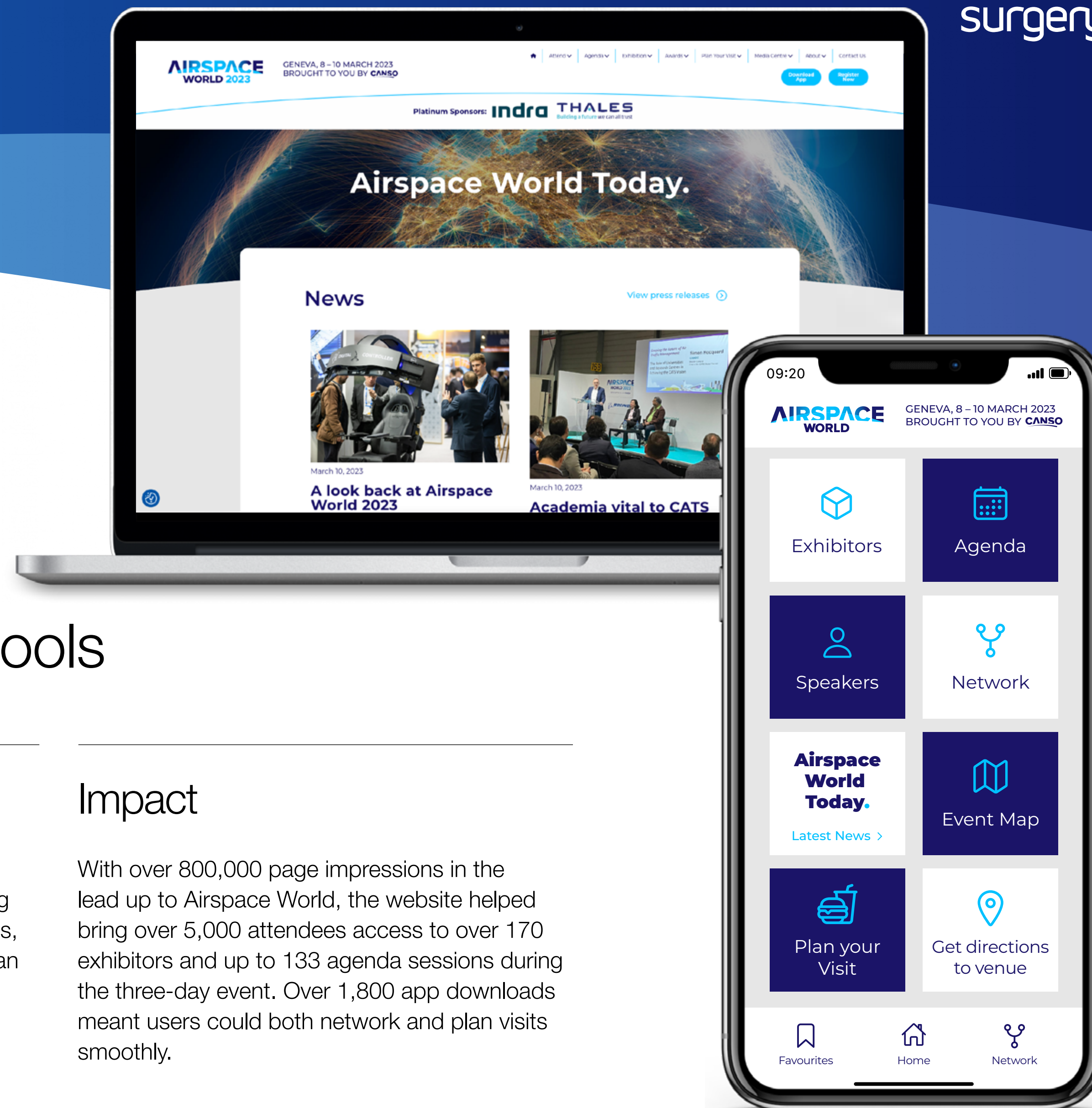
Impact

Through the two versions created we received a hugely positive reaction from both audiences.





AIRSPACE
WORLD 2023



Engaging attendees with digital event tools

Insight

With only nine months to prepare, CAN SO ran the world's largest ATM exhibition in Geneva. Having supported ASW's brand development, we were asked to create a platform to share event details, contact interested parties and collate speaker applications. Connecting attendees during the event and facilitating networking was also key.

Idea

To create an engaging global corporate event website, that also served as a digital marketing and event tool for the international event teams, as well as produce an app for attendees to plan their visit and network during the exhibition.

Impact

With over 800,000 page impressions in the lead up to Airspace World, the website helped bring over 5,000 attendees access to over 170 exhibitors and up to 133 agenda sessions during the three-day event. Over 1,800 app downloads meant users could both network and plan visits smoothly.

View video



“

With ten months ago when I found out we would be taking over the running of the world's largest ATM exhibition, I genuinely didn't know how we would do it.

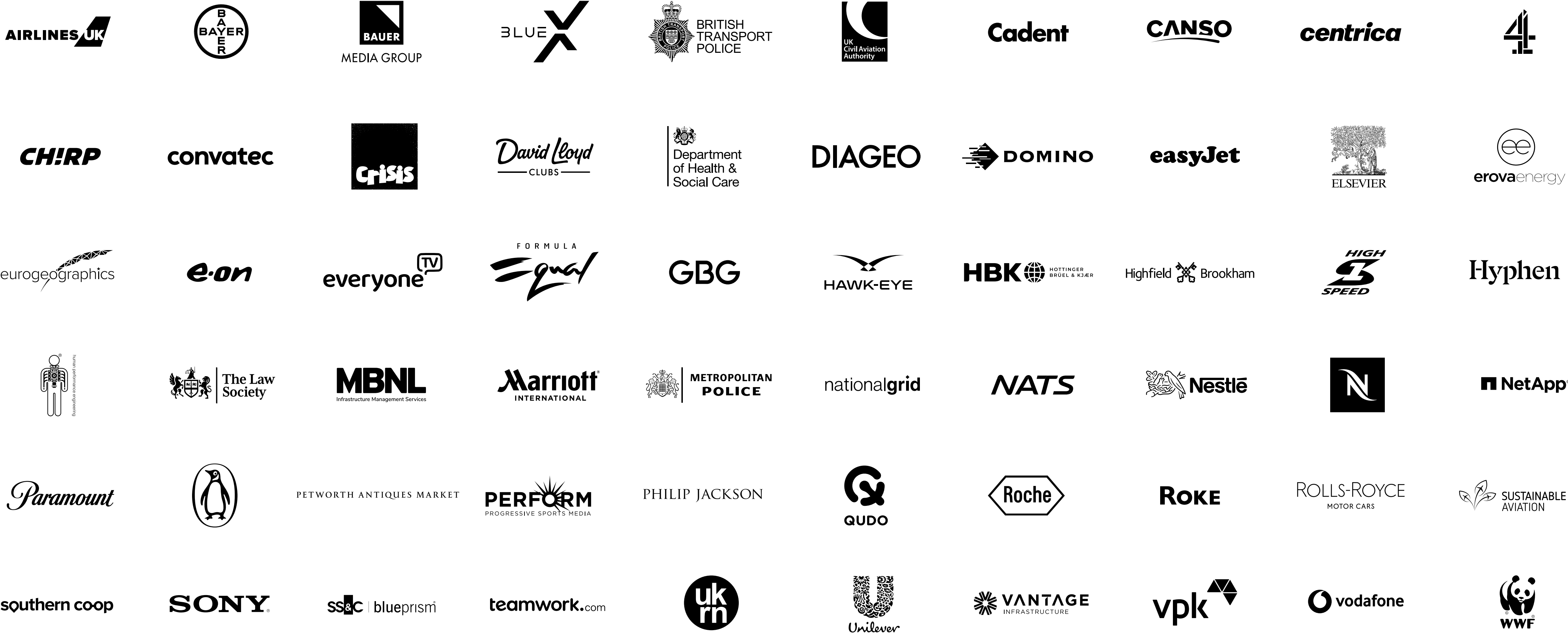
To be stood here today, having received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CANSO stand, the app, the best Executive Summit ever, etc is incredible.

Thank you. Every one of you played a vital role in making our inaugural Airspace World a huge success. Looking forward to the second edition!

Deborah Seymour | Communications Director

CANSO

Our clients



Our awards

 Best Evaluation Process of Internal Communications Domino UK Ltd. and The Surgery 2025	 The Surgery IC Director Carly Murray Internal Communicator of the Year Finalist 2024	 Best Medium Agency 2023	 Award of Excellence GBG All Employee Virtual Kick Off 2023	 Best New Event CANSO Airspace World 2023	 IC Consultancy of the Year 2022	 Best Interactive Content Cadent Gas' Challenge Campaign 2021
 Best Use of Storytelling Cadent Gas' Challenge Campaign 2021	 Nestlé's Ignite Leadership Programme 2019	 Consultancy of the Year 2019	 easyJet Employee Pension Campaign 2019	 HS1 'What Good Looks Like' App 2019	 CAA Dronesafe Brand, Website & Drone Code 2018	 CAA The Skyway Code 2018
 E.ON Heartbeat CRM Video 2018	 Southern Co-op Annual Report 2018	 easyJet Employee Pension Campaign 2018	 National Grid Bring Energy To Life App & Web Platform 2018	 NATS Your Space Employee Engagement Programme 2017		

Get in touch

We can engage your people in an **empathetic, exciting** and **different** way.
We will work closely with you to develop ideas and **smash your objectives**.
We can't wait to start working with **you**.

Contact us

t. 01428 707524
e. info@ineedsurgery.com
ineedsurgery.com

Find us

Surgery Design and Digital Ltd
Granary Barn, Orchard Park Farm, Lurgashall
Petworth, West Sussex, GU28 9EU

Follow us

