WORK THAT WORKS®

IOIC Awards 2026

Class Winner.

Best Medium Agency

INSTITUTE OF INTERNAL COMMUNICATION

surgery

Events & Exhibitions Credentials

surgery

The Surgery is an Internal Comms + Creative Agency

Two disciplines that don’t just sit side by side, they elevate one another. Our design thinking mindset shapes how we uncover and translate insight, while our internal comms expertise ensures every creative choice has purpose, clarity and impact.

It all comes together in our mission to create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

It’s work that sharpens understanding, exceeds objectives and shifts behaviours.

Work that helps your people and your organisation move forward with confidence.

WORK THAT WORKS®

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WORK THAT WORKS®

We make the complex simple

By cutting through noise, bringing clarity to clutter and turning complexity into communication and design that's actionable, aligned and impossible to ignore, we make sure your messages land.

We focus on solutions

By interrogating the brief, defining the real challenge and crafting creative and strategic responses that deliver tangible, measurable impact.

We work with your team

By becoming an extension of your business. We're collaborative partners who care as deeply as you do - pushing thinking, elevating ideas and helping you reach the outcomes that matter.

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Our areas of expertise



Internal Comms & Change

We help you communicate with clarity and confidence - from insight to narrative to activation. We shape strategies and transformation programmes that inform, energise and unite.



EVP & Employer Brands

We build EVPs rooted in truth and shaped by employee insight. The result? Employer brands with purpose - attracting talent and building pride from the inside out.



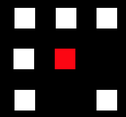
Design & Brands

We create external and internal brands, campaigns and visual identities that elevate messages and perform across channels - digital, print, exhibition and events. Design thinking with purpose, crafted for impact.



Animation & Film

We turn stories into standout moments through sharp scripting, bold visual direction and beautifully executed production. Our films and animations simplify, inspire and shift perception.



Digital Solutions

We design digital solutions that enhance campaigns, engage employees and solve challenges traditional media can’t. Built for clarity, speed and usability - online platforms that help people connect, understand and act.

Meet some of the team



Paul Cohen

Managing Director

Founder and Design Director Paul (PC) has over 30 years' experience delivering complex multichannel projects for corporate clients across various sectors, including transportation, pharma, FMCG, technology, utilities, infrastructure and telecoms.



Nick Cordell

Creative Director

Founder and Creative Director Nick has a proven track record in developing award-winning creative for clients' design, digital and internal communications businesses, collaborating with some of the world's most recognisable brands.



Carly Murray

Internal Communications Director

Our Internal Comms Director, Carly spent many years delivering corporate internal communications excellence across telecoms, utilities and aviation. Her experience with fast-moving and complex businesses has helped her decipher our clients' challenges and focus on enhancing the employee experience.



Greg Langham

Employee Engagement Consultant

Greg is our Employee Engagement Specialist with experience in designing and delivering culture and behaviour change, organisational development and change management projects. He's passionate about developing experiential solutions to deliver key messages and boost business results.



Kerri Fullman

Senior Account Executive

Senior Account Manager Kerri excels in planning, managing and executing our projects. She enjoys working closely with the team to achieve the required goals and success criteria, while building long-lasting relationships with our clients.

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Our work

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Live Events.

everyone TV

The Freemoji Island Hotel

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

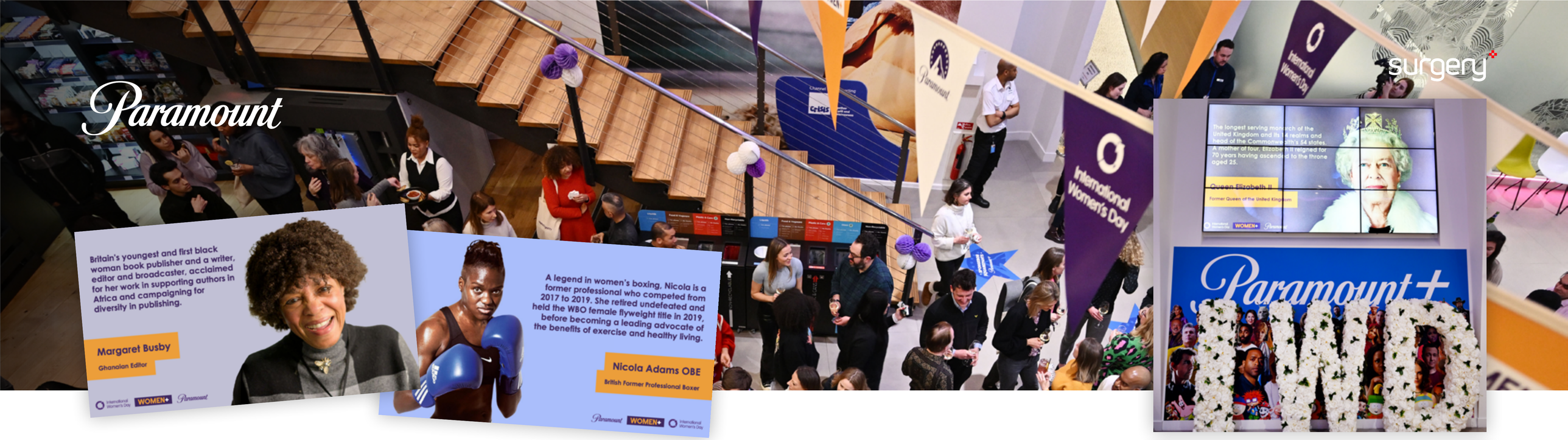
89% of guests reported they really enjoyed or enjoyed the celebration.

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



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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





Nestlé

surgery

IGNITE BIG HACK

EMPLOYEE ENGAGEMENT AWARDS
TOP ENGAGED WORKPLACES
UK & EUROPE
2019 HIGHLY COMMENDED







Transforming how Nestlé's leaders work and think with an immersive experience

Insight

Nestlé were facing a huge challenge – they wanted to be more agile, and instil a more collaborative and innovative mindset in their teams so they could outpace smaller start-up competitors.

Idea

Thanks to our insight gathering elves, we identified the three main blockers to the transformation they needed, allowing us to create immersive events and a stand-out visual campaign.

Impact

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



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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."





NATS

surgery

DISCUSS SHARE LEARN EXPLORE CONNECT THINK

IoIC Awards 2017







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 wholescale 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.

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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!"







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

Cadent



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!

MBNL
Infrastructure Management Services

surgery

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."



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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).

View video ▶

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?"

surgery

Paramount

it's all on 5

Watch | stream







It's all about Channel 5's new streaming service launch

Insight

5 Streaming and Channel 5 were rebranding to become 5, and they asked us to help with the internal launch to support their external marketing campaign. The marketing team wanted to showcase the new brand, and get employees excited about the future of the brand.

Idea

We created several assets for an office takeover which would go live on the morning of the brand launch. Overnight, we installed branded staircases, lift doors, walls, screens, floor stickers and had cupcakes and free coffee on offer to employees on the day. We worked closely with their marketing team to ensure the branding was executed perfectly and aligned with their external campaign.

Impact

We helped to really engage the 5 team and get them excited about the launch. Whille we're waiting for metrics and measurement, we were pleased to get brilliant feedback from the client. "Congratulations on al the internal comms assets that have been installed for the launch - everything looks great."





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Highlighting benefits for working at Cadent for career fairs

Insight

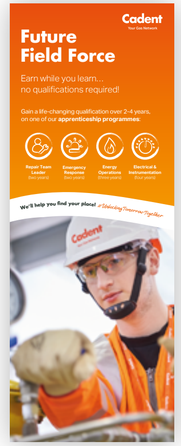
Careers fair season was fast approaching and Cadent needed to update their stand collateral. They compete against lots of other utilities companies so really wanted to make sure they stood out against the crowd, so that graduates could see the great potential a career at Cadent could bring them.

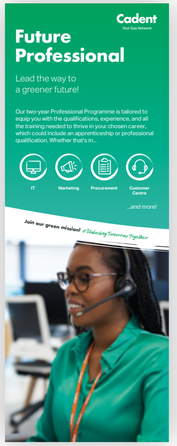
Idea

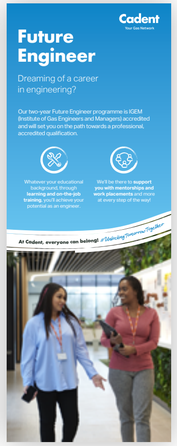
We developed the content and design for the pop-up back wall, pull-up banners, stacking cube tower and x2 engineer carboard cut outs for candidates to have a photo opportunity with! The content focused on future careers, highlighting what's on offer and the benefits.

Impact

The client was "very happy" with the result and was "excited to see them all printed up!"

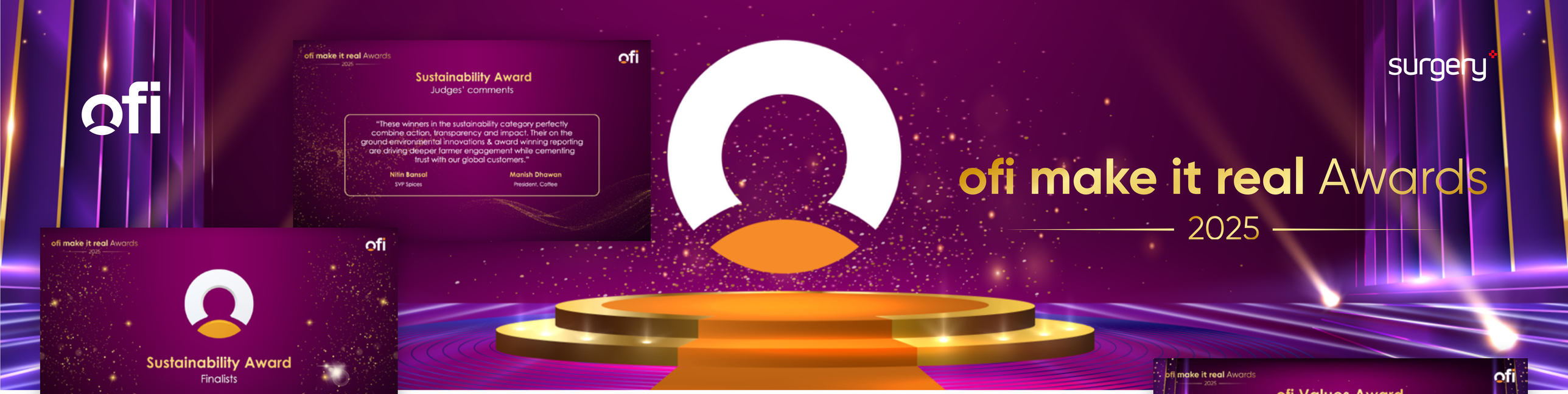






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Virtual Events.





Creating a virtual award event for OFI to celebrate their staff

Insight

OFI approached The Surgery for a solution to create an interactive production of a live virtual awards event. They needed support with; project managing to plan and ensure a smooth delivery of the video and live event, idea generation and development of an engagement element, host presentation skills coaching, script writing, video editing and animation of the final product.

View video ▶

Idea

To create a high quality and engaging awards ceremony, the animation team created an opening video to introduce the awards and explain the categories, and category stings to section the award cermony. The design team created a presentation deck which included various transistions and animations throughout the finalist slides, winner slides and quiz rounds.

Quote

"Well done on delivering a really engaging awards ceremony. This has been such a great example of team work. It wasn't all plain sailing but we overcame obstacles together and I know how much the nominees will have appreciated being recognized in this way. A special shout out to the team who were making edits and managing requests right down to the wire."

Paula Smedley
Head of Employee & Change Communications

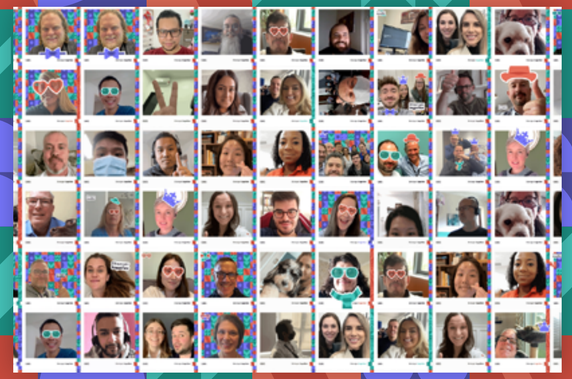


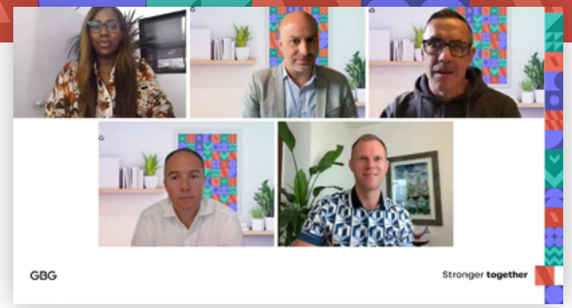
GBG

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IoIC Awards 2023
Award of Excellence

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

surgery

convatec

— forever caring —







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

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Marketing'21







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

Insight

With 240 marketeers 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 bought 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.

surgery

“

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

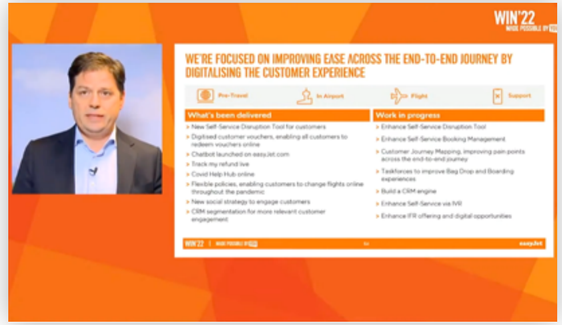
convatec

easyJet

surgent







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 ▶

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“

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

UK Civil Aviation Authority

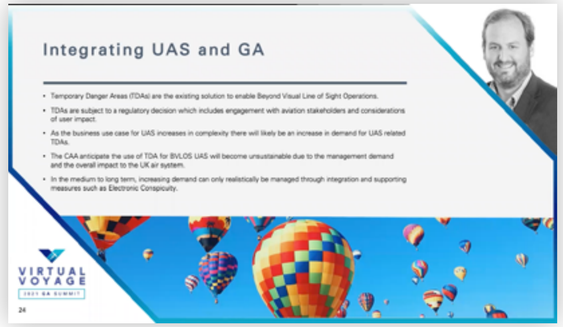
VIRTUAL VOYAGE

GENERAL AVIATION SUMMIT

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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 ▶

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Exhibition Stands.

erovaenergy

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Standing out from competitors with Erova Energy

Insight

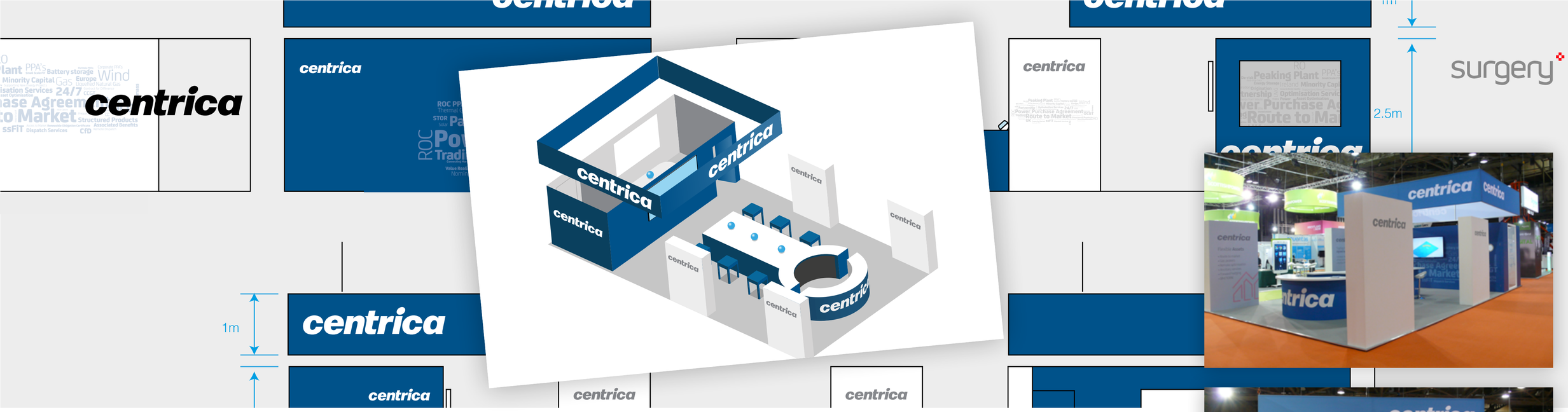
We needed to create a flexible design that could fit the different size spaces, depending on where Erova were exhibiting. It needed to be eye catching and stand out from the competitors.

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.

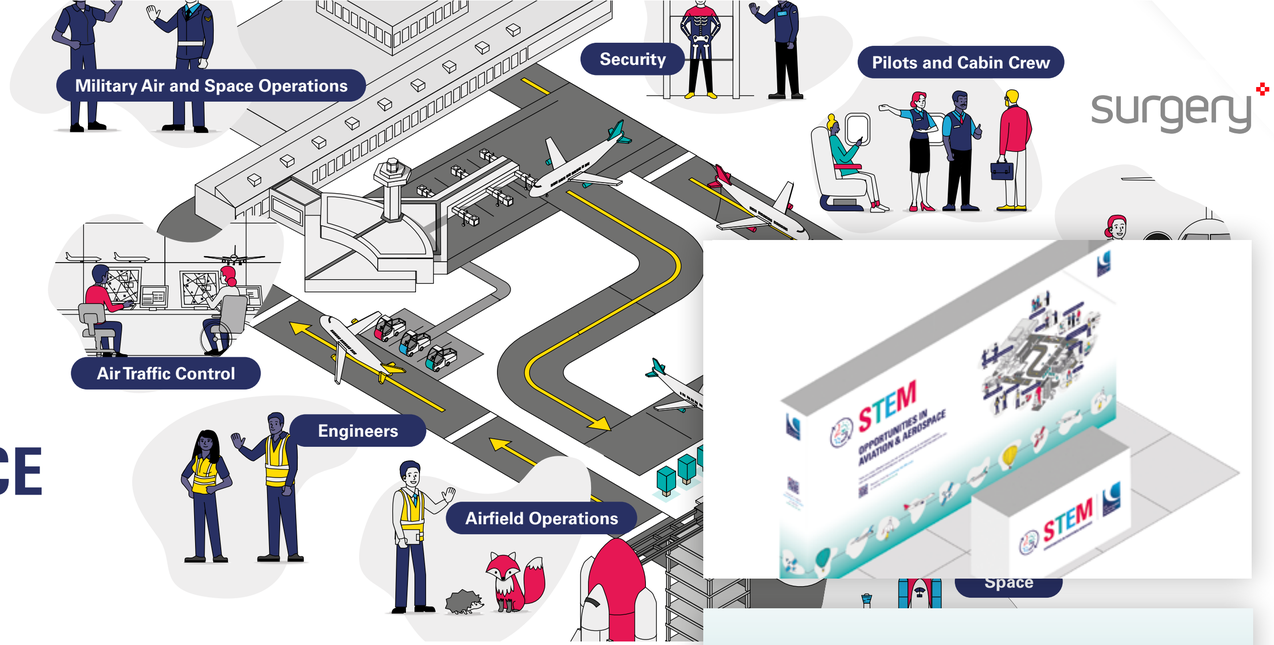


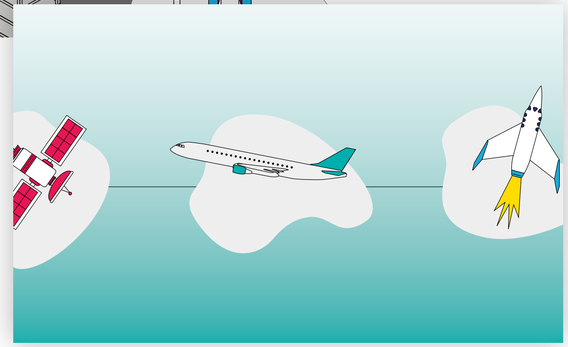


UK Civil Aviation Authority

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.



UK Civil Aviation Authority

surgery





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 3-9m^2. 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



ASSOCIATION EXCELLENCE AWARDS 2023

A focus on CANSO at Airspace World

Insight

CANSO 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.

View video ▶

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 CANSO stand, the website and app is incredible.”

Deborah Seymour
Communications Director





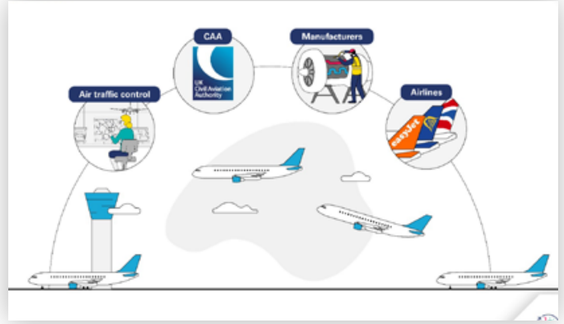
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Digital Solutions.



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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

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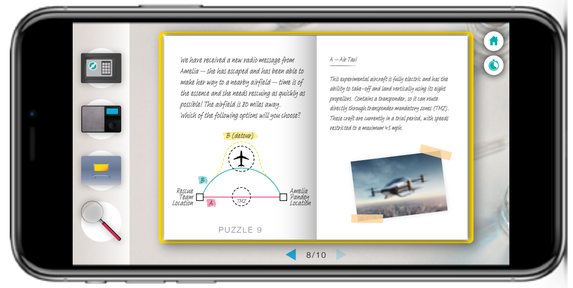
UK Civil Aviation Authority

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

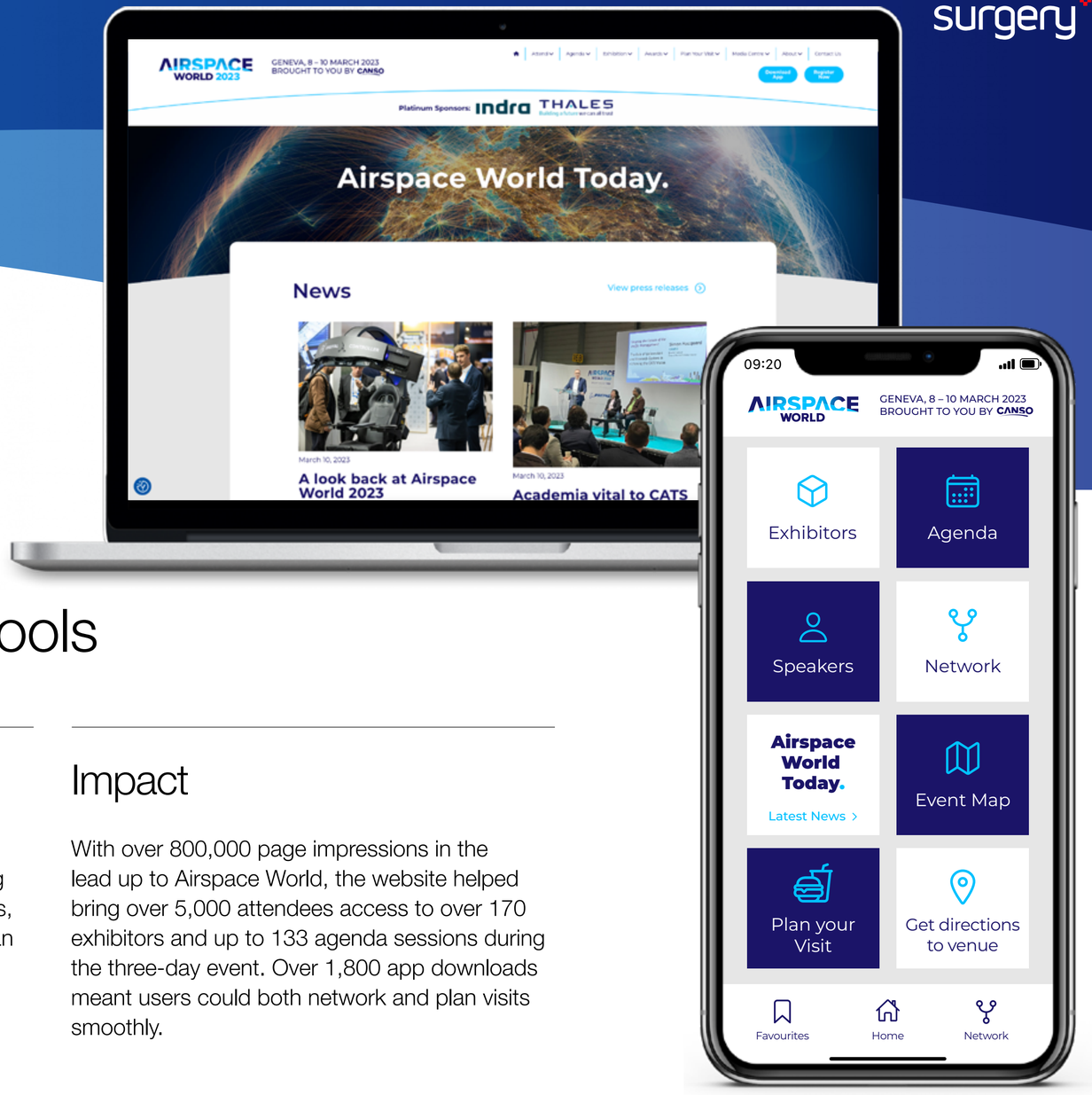
Through the two versions created we received a hugely positive reaction from both audiences.

CANSO

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ASSOCIATION EXCELLENCE AWARDS 2023

AIRSPACE WORLD 2023



Engaging attendees with digital event tools

Insight

With only nine months to prepare, CANSO 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.

View video ▶

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.

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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

About us

The Surgery was founded in 2013 by Paul Cohen and Nick Cordell, built on a heritage of graphic design, brand thinking and digital craft. From brand development, print and sponsorship activations to retail environments and digital experiences, our roots have always been in creating work with clarity, intelligence and unmistakable creative polish.

As our relationships with clients deepened, one discipline consistently drew us in: internal communications. With the insight and encouragement of client and internal comms specialist Sarah Meurer, who later joined our leadership team, we made a deliberate decision to specialise. Carly Murray soon followed, strengthening our strategic capability and helping us shape a rare blend: design thinking and internal communications working seamlessly together.

Today, Sarah has returned client side, but her influence runs deep. As part of her legacy, we continue to run Barn to Boardroom – the internal comms event she and Carly launched over a decade ago. Now in its eleventh year, it remains one of the sector's most valued forums for insight, challenge and connection.

This integration of disciplines has become our hallmark. Insight sharpened by creativity. Creativity grounded in human understanding. A combined practice designed to create communication which resonates and transforms.

We've grown intentionally, not exponentially. A 20 strong team, proudly independent and purposefully boutique. Strategists. Designers. Brand thinkers. Internal Comms specialists. All working side by side to deliver clarity, confidence and meaningful change for some of the world's most respected organisations.

Our studio sits in a converted barn on a working West Sussex farm, a place with room to think, challenge, create and breathe. It shapes how we work: focused, thoughtful and always curious. A setting that invites fresh thinking and fosters great ideas.

We're proud of our blue chip client list. Proud of the awards we've earned. But most of all, proud of the impact we create – work that helps people understand, connect and move forward with confidence.

This is The Surgery.
Independent.
Insight driven.
Creatively led.
WORK THAT WORKS®

What drives us

Our mission

To create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

Why we do what we do

Because when people understand, believe, and feel connected to what's happening around them, organisations thrive. Clear, purposeful and creative communication changes everything.

What we do

We combine human insight, strategic intelligence and creative craft to deliver internal comms, EVPs, brand, design and digital solutions that align and inspire your people.

How we do it

We listen deeply, think boldly and design with intention. We cut out the unnecessary, focus on what matters and turn complex challenges into clarity - and clarity into action.

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A few of our clients

































































Our awards



Best
Medium Agency
2026



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

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