

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple) on a black background.

## CIPR PRIDE AWARDS 2019 GOLD WINNER

**Category:** Best Event

**Company:** University of Bristol

**Entry title:** Suffrage centenary

---

**Brief and objectives:**

With commemorative events taking place throughout 2018 as part of the national Vote 100 campaign - marking 100 years since the first women were first able to vote – we created our own campaign to:

- Celebrate and inspire our female students, staff and alumni
- Celebrate our history
- Support our inclusivity and diversity strategy
- Build on local partnerships and position ourselves as a key part of cultural activities in the city
- Showcase our academics and position them as thought-leaders on gender issues.

Although we ran the campaign throughout 2018, for the purpose of this entry submission we will focus on the main element of the campaign – a public event on 22 November 2018 at which we unveiled a series of portraits celebrating notable Bristol women who have changed the institution and the world.

**The idea, research and planning:**

Given the University's rich history as the first university to admit women on an equal basis to men, we worked with our Special Collections Library to research our history of gender equality. This led us to learning about some amazing women, from the first British woman to win a Nobel Prize to one of the country's early suffragettes.

The Great Hall of the Wills Memorial Building – our most famous building – was lined with portraits of former Vice-Chancellors, who are all male. We wanted to change this.

Key audiences were identified as the university community (staff, students and alumni) and the wider Bristol community.

## **Strategy, tactics, creativity and innovation:**

Our strategy included:

- Focus our campaign activity (event and portrait launch) around 21 November – the 100th anniversary of women being able to stand for election
- Utilise internal and external channels (paid, earned, shared and owned) to reach existing and new audiences
- To reflect the university's 'tradition with edge' brand, use innovative ways to get people involved while celebrating our history
- Work with external partners such as Bristol Women's Voice to incorporate our event into the year-long celebrations taking place in the city.

Key tactics included:

- Hold a public event on 22 November – 'Women and equality: the next 100 years' with a panel of experts
- Ask people to choose the topics to be discussed via social media in advance and hold polls on the night using Sli.do
- Light the building inside and outside in suffragette colours to provide visual impact
- Create a series of 10 portraits to celebrate notable Bristol women who have changed the institution and the world, to be launched at the event
- Make a video in-house and work with our designer to create a booklet to explain who was in the portraits
- Prime key accounts (including alumni department and Bristol SU) to share through their own internal and social channels
- Pitch to key media and write a blog for the [www.bristol.ac.uk/women](http://www.bristol.ac.uk/women) website
- Use of the #BristolUniWomen hashtag in the build-up to the event.

## **Delivery, including details of design, production and support teams employed:**

To ensure this was a truly integrated campaign, we used a wide range of channels and worked cross-team, both within our Division and with teams elsewhere at the university.

We sought views from across the university about who to feature in the portraits, putting an emphasis on showing diversity and covering a range of academic areas.

Current women associated with the university were matched with women from history and photographed holding their images.

The series of portraits were unveiled at the event on 22 November, featuring a panel discussion led by Baroness Shami Chakrabarty in front of a sold-out audience. The story was pitched to the media under embargo.

There was huge interest on Facebook with over 2.2k people interested in the event, 1,000 registered and 200 people were on the waiting list. To capitalise on this, we ran a poll on the event page to allow people to pick the topics to be debated.

We asked questions at the event using Sli.do to encourage audience participation and gather data which could be used by Bristol Women's Voice to shape future work.

The event was streamed live on Facebook to extend its reach and we asked for people to submit questions using the #BristolUniWomen hashtag.

We employed Evans Audio to do the AV. The rest was delivered by our in-house events team.

### **Measurement and evaluation:**

We secured coverage for the portraits in our target media outlets: the Times Higher Education ran a blog by Professor Judith Squires, there was an article in The Post, an article on Bristol 24/7 and in student newspaper Epigram.

Our tweet revealing the portraits was the most popular tweet sent from @BristolUni in a six-month period, with a reach of over 22,000 people and an engagement rate of 7.4%.

Other key measurements for the portrait PR:

- The #BristolUniWomen hashtag was trending in Bristol during the event with over 100 tweets sent
- 1,774 views of the portraits on Flickr and 1,305 online views of the press release about the portraits
- The video about the women featured in the portraits reached over 32,000 people across all channels
- Initial engagement on Facebook was lower than expected so we boosted the post and targeted people in Bristol to achieve 15,000 views and over 800 engagements on Facebook - our second most popular video that quarter. 98 shares increased the organic reach significantly
- 100% positive feedback about the portraits on social media, in the event evaluation form, on email and anecdotally.

Sli.do engagement was high at the event, with 410 active users and 5,750 poll votes throughout the evening. There were 117 pledges made to 'achieve gender equality and empower all women and girls' at the end of the poll, which illustrates how the event inspired behavioural change.

The event reached new audiences and changed perceptions:

- 37.3% had not attended a University of Bristol event before – the highest proportion of all our events in 2018
- 49% of those using Sli.do fell into the 16 to 24 category, reflecting the high number of students at the event – considerably larger than average
- 45% said the event had significantly or slightly improved their perception of the university
- 40% of the audience were members of the public, which is higher than average for our events.

**Budget and campaign impact:**

The portraits were initially going to be temporary, however they've been so well-received that senior management have agreed they should be permanent and more money is being invested on lighting and information boards – a real legacy for the campaign.

The content created for the campaign was reused on International Women's Day 2019 and received high engagement once again. The portraits were recently showcased at the university's 2019 Charter Day event for a specially-invited audience of 100 alumni.

Budget:

- Event - £6,200
- Portraits - £5,000
- Booklet - £1,181
- Facebook boosted post - £110.