

JAMES NICHOLLS

PORTFOLIO - JANUARY 2023

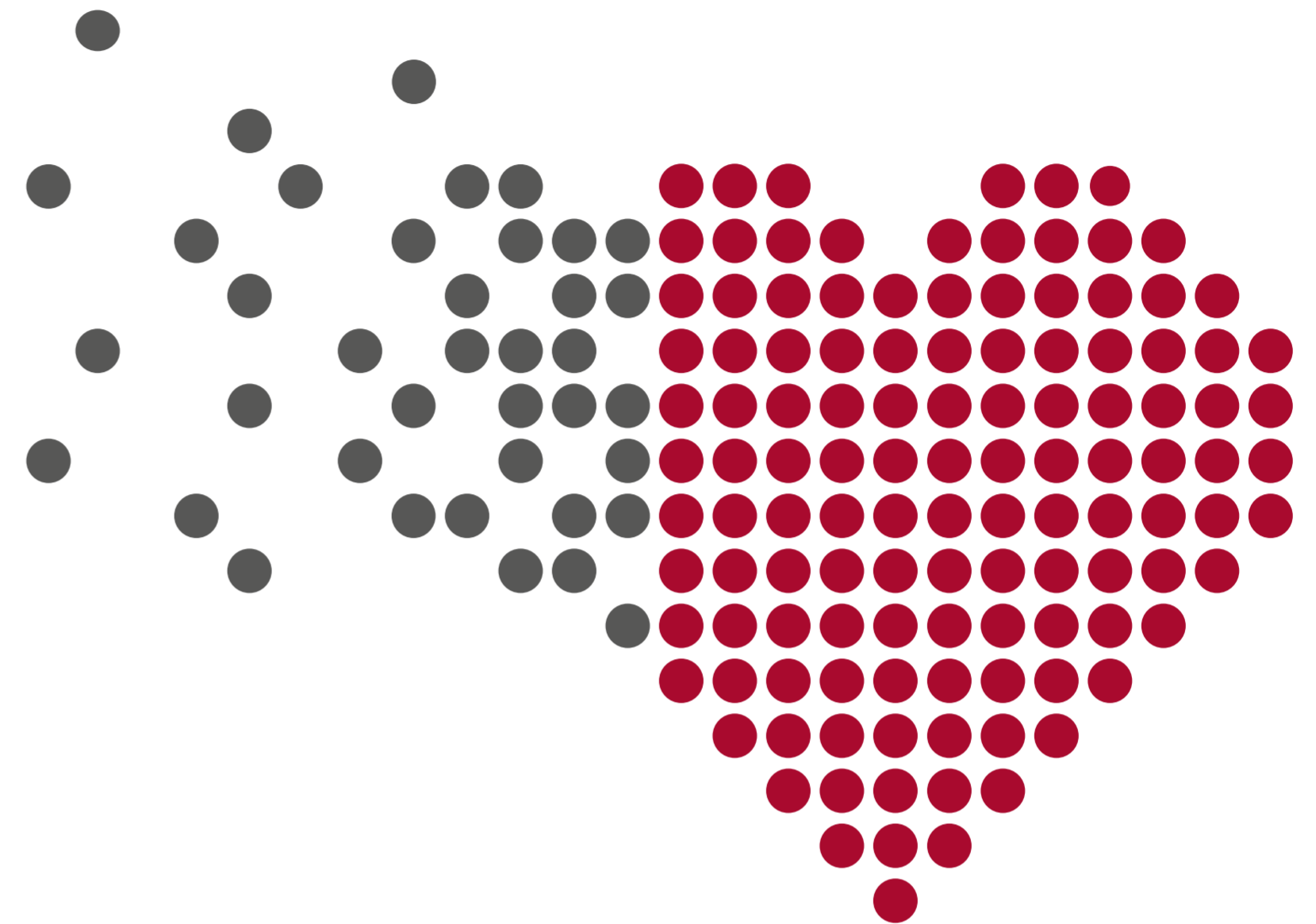
RSM - TACKLING INEQUALITIES

In March 2022, the Royal Society of Medicine launched a multi-year 'Tackling Inequalities' programme. The inaugural Tackling Inequalities conference, in partnership with NHS England focused on Core20PLUS5, an approach designed to support Integrated Care Systems to drive targeted action in healthcare inequalities improvement. Core20 represents the most deprived 20% of the national population, and in this mini-brand I was trying to show this 20%. The logo is made from 100 dots with 20 of those in a different colour that are drifting away from the 80%.

The logo was designed with a view to animation ([which can be viewed here](#)) where the full animation shows the 20% drifting off and then being pulled back to complete the heart, thus showing the inequalities being tackled.



JAMES NICHOLLS



The Royal Society of Medicine

TACKLING INEQUALITIES

📅 Wed 11 January 2023
8:30pm to 7:00pm GMT

www.rsm.ac.uk

📄 6 CPD credits

Better healthcare for better lives.



Transforming the
 Royal Society of Medicine
 for the next century

RSM - STRATEGY 2021-2026

Transforming the Royal Society of Medicine for the next century (2021-2026)

A multi-channel campaign launching in October 2021 for the RSM to share their plans for transforming every aspect of their work and membership offering to enable them to deliver their new vision. This encompassed a printed strategy document, a photographic exhibition in their building, and digital campaigns across email and social media. Designed to be a fresh start for the RSM brand, delivering something that still represented the old brand but was noticeably different with a more simpler, typographic approach. This sat alongside a neutral brand refresh that I led on at the same time.

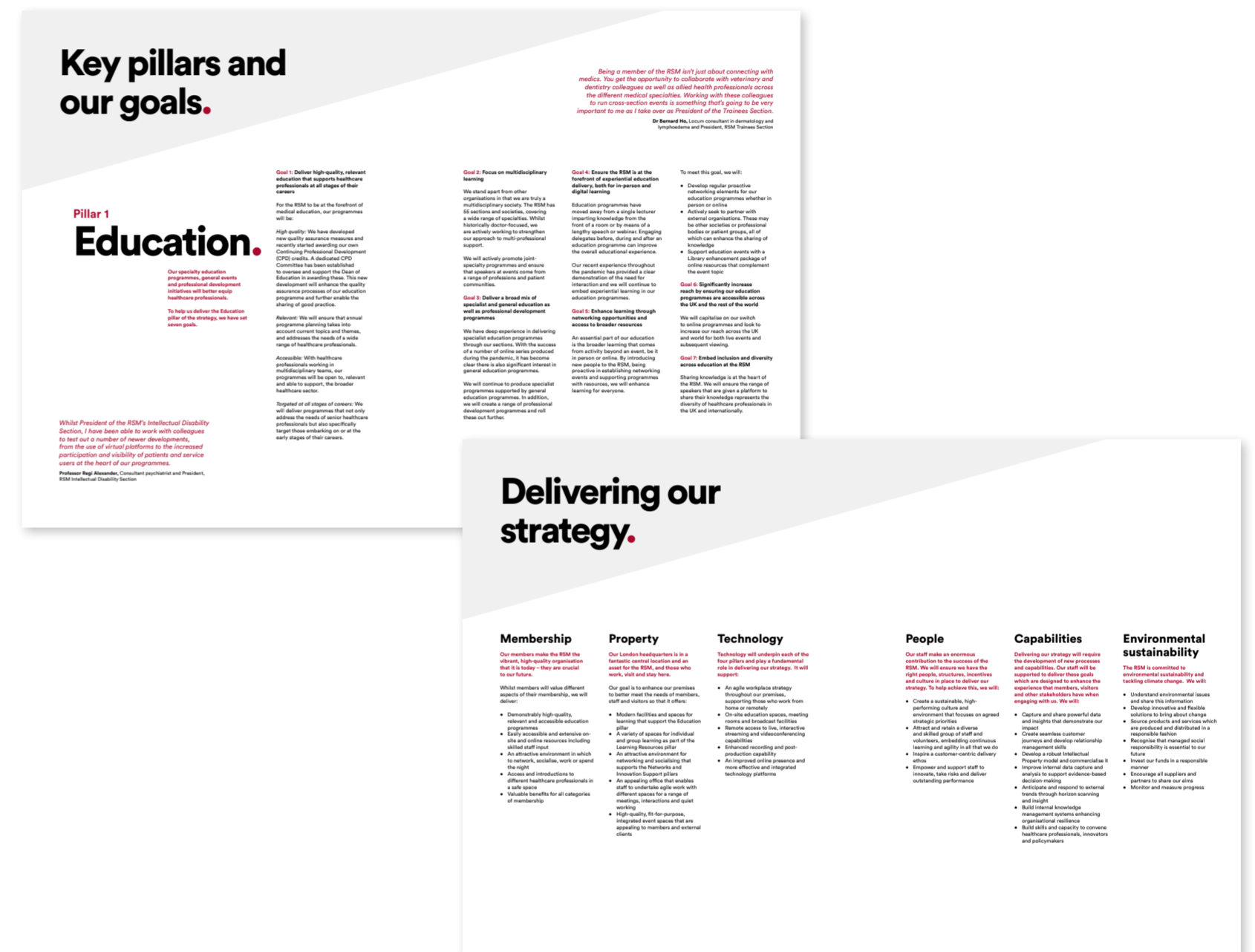


Photo exhibition



RSM - ANNUAL REPORTS

A key part of my current role at the RSM is producing the annual report at the end of each academic year. In 2021 the look and feel of this was refreshed to sit alongside the new Strategy and the new neutral brand guidelines. For the last two this had been designed to have a very simple design, using minimal colour with simple black and white line drawings and photographs, to allow the content to speak for itself (the illustrations are also my own).

Annual Report 2021/22
Annual Report 2021/22


Education.

Fundamental to the education provided by the RSM are our highly valued volunteer members who develop and deliver the specialist medical programmes run by our 52 sections.


Working closely with RSM staff and representing expertise often at a national and international level, these volunteers offer a unique breadth of healthcare expertise and knowledge. Working in collaboration with partners, the RSM's volunteers have explored the reach of our specialist programmes. In 2021/22 new ways of working virtually were extended with trials of different types of platforms and new event formats.

Alongside our specialist programmes, we delivered cross-specialty learning opportunities for healthcare professionals. Bringing together expertise and the latest thinking on key issues affecting healthcare, many of these multidisciplinary programmes are developed in collaboration with the sections. Themes include professional development, women in leadership, health inequalities and the COVID-19 series. We also held broader engagement events for members of the public who have an interest in healthcare.


As in 2020/21, the majority of events took place online or in hybrid format, with more in-person events hosted at our building as the year progressed. However, shifting audience behaviours that emerged during the COVID-19 pandemic continued into 2021/22. Even without pandemic restrictions, many people chose to attend events online. We worked to understand how this challenge, which is likely to represent an ongoing change in event attendance behaviour, represents an opportunity to broaden reach and increase impact both regionally and internationally.




A public health expert speaking at the RSM to broadcast the landmark 100th episode of our COVID-19 series.




365
events hosted
117 in person/hybrid
248 online



101
print e-mailed




89k
event participant registrations



255k
views of event recordings

Annual Report 2021/22
Annual Report 2021/22

Learning Resources.




The Royal Society of Medicine has one of the most extensive online medical collections in Europe, providing relevant, up-to-date learning resources that support the delivery of continuing education for healthcare professionals.

Our members have access to major clinical databases, more than 5,000 e-journals and almost 2,000 e-books. Services and materials are offered via our digital library and at our central London home at 1 Wimpole Street.

We have developed our knowledge services to reflect the fact that much of our education provision is delivered digitally or with a digital dimension. This digital provision not only ensures flexibility but also extends the RSM's reach, enabling both knowledge and services to have a wider impact.

This societal shift towards digital, accelerated by the pandemic, meant that our digital library services and remote access to learning resources were highly valued by members this year. In-person visits to our library increased but remained lower than before the pandemic.




12.7k
members used our library e-services

7,231
visits



20.6%
of members used library e-resources

55k
digital logins



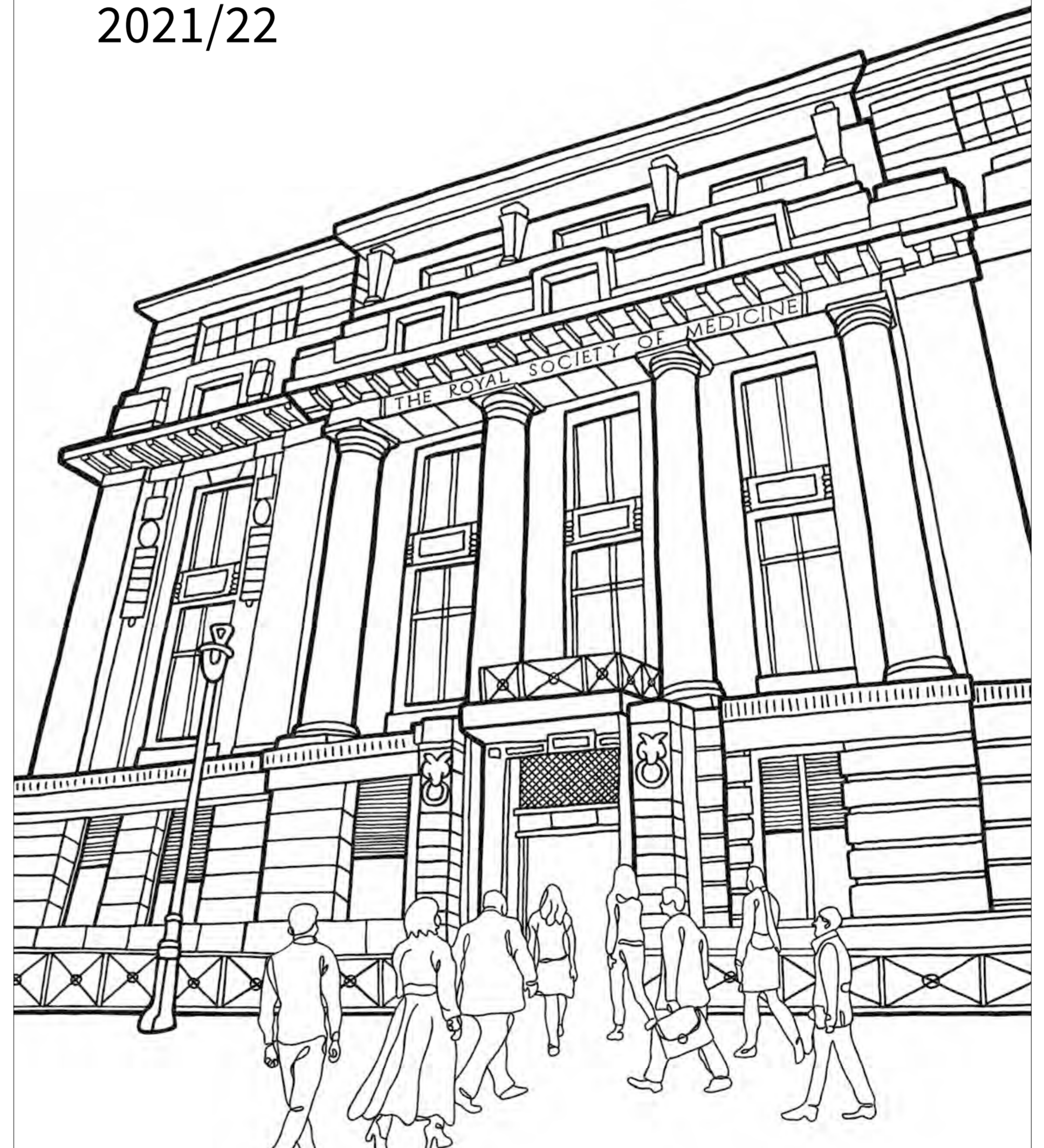
95
events with embedded learning resources

JAMES NICHOLLS

The Royal Society of Medicine

Annual Report.

2021/22



HEALTH EMERGENCY OF CLIMATE CHANGE

10 part webinar series where leading healthcare experts discuss the impact climate change is having on human health.

For this webinar series I created a mini-brand for use on all marketing and event material, across print and digital. The brand was designed to be easily animated, to be used as a unique opening sequence for the series to elevate it from our standard events ([this can be viewed here](#)). The brand was designed to fit in with our standard typography, but to have its own visual style, and to be appealing to a younger, and broader non-medical audience.



The Royal Society of Medicine

HEALTH EMERGENCY OF CLIMATE CHANGE



Hazardous temperatures and cardiac health

Tue 27 Apr 2021 | 6:00pm to 7:00pm

This fourth will explore the links between climate change and cardiovascular health. Expert speakers will discuss the range of conditions affected and highlight the benefits of a healthy, sustainable lifestyle.

Book now: www.rsm.ac/ClimateChangeinCardiac

MAR 2016

COMMS BUSINESS

The No.1 Magazine for Voice, Data and Mobile Channels www.commsbusiness.co.uk

SENNHEISER SHAPING THE FUTURE OF AUDIO

See pages 28-29



IN THIS ISSUE:

- 7** Convergence Summit North 2016 Preview
- 34** Conferencing Market Report
- 44** PBX Systems Report
- 58** Mobile Data

COMMS BUSINESS - BRAND & EDITORIAL

June 2012 - February 2017

Monthly production of Comms Business Magazine, layout of all editorial pages, news pages, features, pre-press production of all advertising, in-house advertising, illustrations, stock image research, and final liaising with an external printing company. Pages here taken from the final re-brand that I did in November 2014.

MARKET REPORT: BIG DATA

MAKING BIG DATA WORK FOR SME'S

As businesses use big data to improve their performance, it's important to ensure that the data is being used effectively. Let's find out...

1. Define the business objectives
2. Identify all sources of data
3. Set up the data and metadata
4. Analyse using reports and dashboards
5. Monitor and act on the data
6. Review and refine the data

Looking at these steps to ensure that the data is being used effectively, it's important to ensure that the data is being used effectively. Let's find out...

PHENIX LINK
The Phoenix Link is a new service that allows businesses to connect their data to the cloud. This means that businesses can access their data from anywhere, at any time. This is a great benefit for businesses that are mobile or have multiple locations.

SMART OFFICE
The Smart Office is a new service that allows businesses to manage their office space more effectively. This means that businesses can reduce their costs and improve their productivity. This is a great benefit for businesses that are looking to optimize their office space.

MOBILE BUSINESS

MAKING STRIDES IN M2M

The industry has been making M2M and the Internet of Things a reality for some time. It's important to ensure that the data is being used effectively. Let's find out...

MOBILE BUSINESS
The mobile business is a new service that allows businesses to connect their data to the cloud. This means that businesses can access their data from anywhere, at any time. This is a great benefit for businesses that are mobile or have multiple locations.

SMART OFFICE
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MARKET REPORT

UC IS A FEAST BUT IT'S A MOVEABLE FEAST

Using unified communications to the cloud is just easy. More often than not you have to... and the costs, the benefits and the applications to ensure you get the most out of it.

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MOBILE BUSINESS

MYSTERY CALLER

The mystery caller is a new service that allows businesses to identify their callers. This means that businesses can improve their customer service and reduce their costs. This is a great benefit for businesses that are looking to optimize their customer service.

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MOBILE BUSINESS

MIRUS

The Mirus is a new service that allows businesses to manage their data more effectively. This means that businesses can reduce their costs and improve their productivity. This is a great benefit for businesses that are looking to optimize their data management.

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GOLF RETAILING

The **AWARD WINNING** magazine for the golf retail sector - more ideas + more innovation = more profit

26 We roundup the PGA Merchandise Show in Orlando	29 Working with SMS INC we have produced a special report looking back on 2015	64 Your preview of what A/W16 apparel the industry will be launching	72 Behind the scenes with a TGI retail consultant	76 Tony Clark on why Rio 16 is a missed opportunity for golf
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New parliamentary golf group to act as 'focal point' for industry

The Chairman of a new All Party Parliamentary Group (APPG) for golf, Karl McCartney, met GOLF RETAILING in the Houses of Parliament to explain how he hopes the group will be able to give golf a political voice and ensure that everyone knows the sport is open for all.



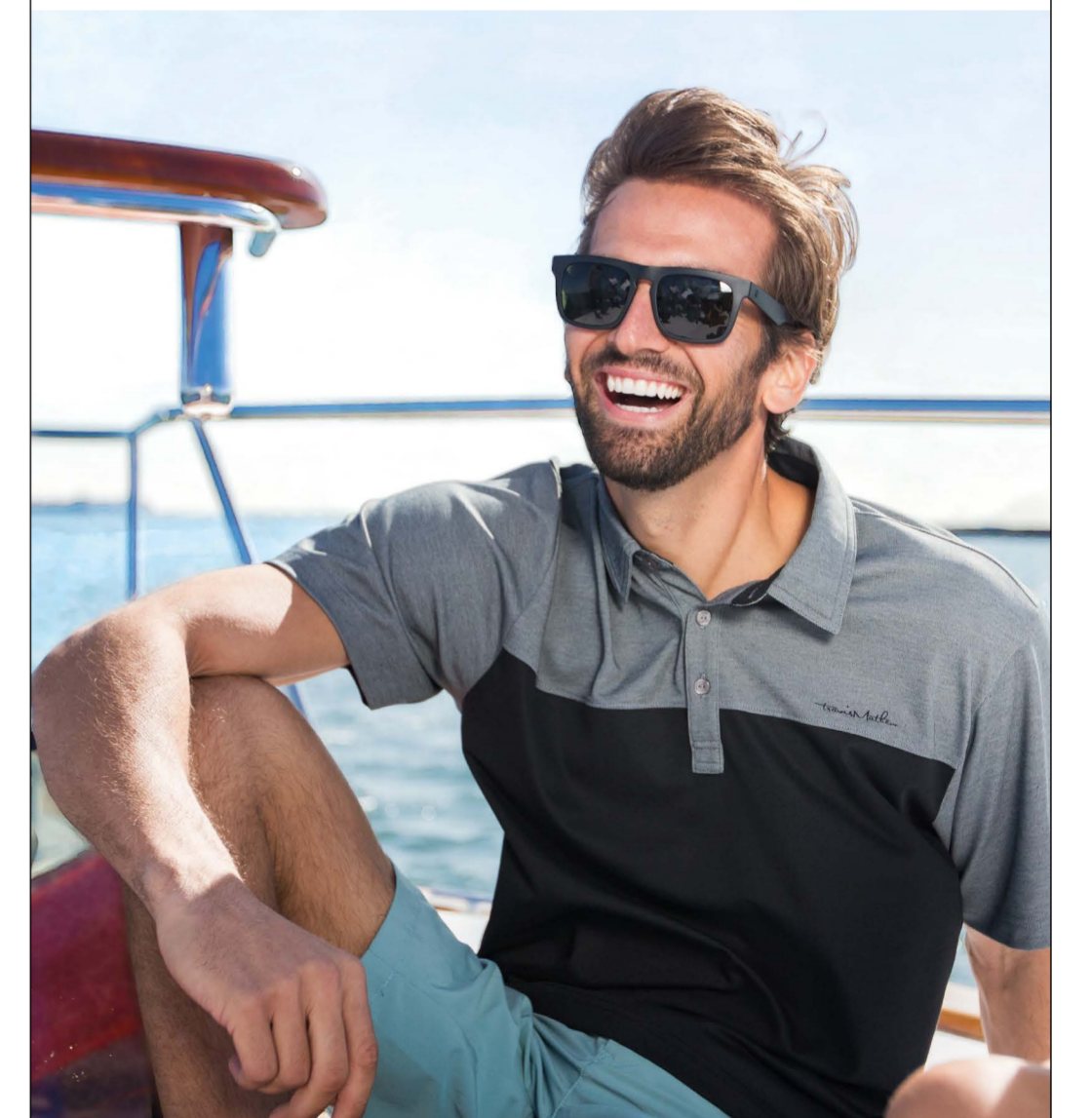
Towards the end of last year it was announced that a golf APPG had been set up with the broad remit 'to support the game of golf'. The APPG, which is made up of MPs from various political parties, will meet four times a year to discuss the issues the game is facing and will host events throughout the year.

The group's chairman is Karl McCartney, the MP for Lincoln, who describes himself as a keen sportsman and 'occasional golfer' who couldn't believe that there wasn't already an APPG set up for golf. When asked what the group will do he is keen to stress that one of their aims is to make sure that the wider public are aware that the sport is open to all. "The view that people have had about golf is changing slowly, but perhaps the game needs help to spread the word that it is open for all", he says. "If you look at different

David Leadbetter: "The problem with a lot of teaching today is that people are working on the effect and not the cause"

One of the world's top coaches talks to GOLF RETAILING on why he is worried that some PGA Pros are getting too obsessed by the numbers and how they can establish a reputation as a top coach.

Golf coach David Leadbetter has said that too many coaches are focusing on the numbers and statistics produced by technology such as TrackMan and



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GOLF RETAILING - BRAND & EDITORIAL

Golf Retailing Magazine September 2013 - February 2017

Monthly production of Golf Retailing Magazine (winner of Best Launch/Relaunch of the Year at the PPA Independent Publisher Awards 2014), a new magazine for the golf retail industry, layout of all editorial pages, news pages, features, pre-press production of all advertising, in-house advertising, and final liaising with external printing company.



10 NEWS

DATA REPORT

Smartening Up

Richard Payne, senior manager at SPORTS MARKETING SURVEYS INC, has the data to prove that businesses within the golf trade cannot afford to ignore social media.

Wilson Staff Quartet in St Andrews

Wilson Staff Golf has announced that it will be sponsoring the Wilson Staff Golf Club in St Andrews for the 2015-16 season.

Getting Heard in the Wind

Wilson Staff Golf has announced that it will be sponsoring the Wilson Staff Golf Club in St Andrews for the 2015-16 season.

Age Profile of Core Golfers Using Social Media at Least Once a Day

Age Group	Percentage
Under 25	76%
25-34	53%
35-44	35%
45+	28%

14 SECRET GOLFER

Welcome in Woburn

For the second time in a row, the Woburn Golf Club has been named as the most popular golfing venue in the Home Counties, according to the Golf Club. The club's popularity is due to its excellent facilities, including a clubhouse, practice facilities, and a pro shop.

Secret Golfer Star Rating

- ★★★★★ Excellent
- ★★★★ Very Good
- ★★★ Good
- ★★ Fair
- ★ Poor
- ★☆☆ Very Poor
- ★☆☆☆ Terrible

Clubhouse ★★★★★
Practice Facilities ★★★★★
Pro Shop ★★★★★

17 SECRET GOLFER

Practice Facilities

Take your golf to the next level with our comprehensive guide to the best practice facilities in the UK. We've visited some of the most advanced and well-equipped facilities to help you choose the best one for your needs.

Clubhouse ★★★★★
Practice Facilities ★★★★★
Pro Shop ★★★★★

44 GR FOCUS

Driving golf participation

Following the news that Topgolf is looking to expand into more venues in the UK, Andy Brown wants to meet Paul Williams, director of golf, to find out more about the business and how the plans for the future might look.

Driving Golf Participation

Paul Williams, Director of Golf at Topgolf, discusses the company's vision for the future of the sport and how they plan to expand their footprint in the UK.

45 GR FOCUS

The different games on offer at Topgolf

Topgolf is a unique concept that combines the excitement of a night out with the challenge of a golf course. We explore the different games on offer and how they are designed to appeal to a wide range of players.

The Different Games on Offer at Topgolf

Topgolf offers a variety of games, including:

- **Topgolf Classic**: A traditional 18-hole golf course.
- **Topgolf 360**: A 360-degree golf course with a bar and restaurant.
- **Topgolf 90**: A 90-degree golf course with a bar and restaurant.

46 GR INSIGHT

Building a brand

Branding is the new frontier and those that do it best will be able to attract more members through their clubs, writes Gaila Bialostocki.

Building a Brand

Building a strong brand is essential for any business looking to stand out in a competitive market. This article provides insights into how to create a cohesive brand identity that resonates with your target audience.

IS THE COMPETITION PASSING YOU BY?



Don't get left behind. Read Cycle-Trade for high quality, independently written feature articles, interviews and opinions plus a roundup of the latest news. In addition let us help you grow your business with our regular business advice columns. What are you waiting for?

Sign up now for FREE at www.cycle-trade.net

For further information please contact the sales team at sales@cycle-trade.net

Editorial enquiries and submissions to editorial@cycle-trade.net

CYCLE TRADE - ADVERTISING

Launch Advertising for Cycle-Trade Magazine

Before the launch of Cycle-Trade Magazine, the cycling retailing industry only had one dedicated magazine. These adverts were used across print and digital to highlight how the launch was a good thing for everyone and that new competition for advertising and readers would overall improve the quality of coverage for the industry as a whole.

ADVERTISING IN CYCLE-TRADE WILL HELP YOU STAND OUT FROM THE CROWD

Cycle-Trade is a new and exciting publication which offers something a little bit different. Our unique format offers creative options that can not be rivaled by other trade media. No matter how large or small your budget we have a solution which will offer maximum exposure for minimal spend.

For further information or to discuss your requirement contact sales@cycle-trade.net
For editorial submissions and enquiries contact editorial@cycle-trade.net

COMPETITION IS GOOD

Cycling is one of the most competitive sports there is and without competition records would not be broken.

Cycle Trade is the new magazine bringing competition to the market raising the bar and creating winners.

For further information please contact the sales team at sales@cycle-trade.net
Editorial enquiries and submissions to editorial@cycle-trade.net

GETTING IT RIGHT?

Following the successful launch of Cycle Trade, we asked our readers what they thought of us.

- 92%** of readers like our editorial style and content
- 79%** agreed that 'more relevant information for the trade is a positive'
- 62%** agreed that 'the trade will benefit from the new ideas and content we provide'
- 44%** agreed that 'a more independent editorial view is required'

ENOUGH SAID. REGISTER AT WWW.CYCLE-TRADE.NET

* Survey conducted on 05 March 2016, call 01932 538 340 for details

February 2016 LAUNCH ISSUE www.cycle-trade.net

CYCLE TRADE

The NEW magazine for the cycle retail sector - more ideas + more innovation + more profit!

24 32 36 40 46

Halfords' sales fall flat despite Christmas push

Halfords may well be disliked by the independent cycle trade but the fact remains that the performance of the UK's largest cycle retailer acts as a barometer for the rest of the industry cannot be ignored. It is, therefore, a cause for concern when despite a slight increase in seasonal sales, due to the demand for children's bikes at Christmas, year-to-date sales are down on the previous year.

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ILLUSTRATIONS

Assorted illustrations and artwork

I'm originally from an illustration background, and I have continued this work in my free time, regularly producing self initiated projects that I [sell on-line](#) and at arts and crafts fairs. Occasionally this has spilled over into my graphic design work, particularly at *Comms Business* and as a live drawing sequence for the *Health of Emergency of Climate Change* series ([this can be re-watched here](#)). At the RSM I am also part of the Wellbeing team, and regularly host on-line arts sessions for the rest of the staff.

