

## ODEON wins Best Internal Communications Innovation award at the IC Brilliance Awards 2016

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16 March 2016

ODEON & UCI Cinemas has been awarded 'Best Internal Communications Innovation' at the Internal Communications Brilliance Awards, held on 15 March in London.

The award recognises our work in mapping our colleague journey, creating our new employer brand BE ODEON, Vision & Values campaigns, new careers site, reward and recognition schemes and brand heroes programme.

Judges commented on our employer branding: 'A highly impressive initiative which focuses relentlessly on its audience for inspiration and feedback. There is an energy and vitality to the work that has been appreciated by employees. I particularly like the holistic nature of the initiative and the purpose drawn from the employee journey (including departure). It's also fun and very much in alignment with the very core of the business.'

Other companies shortlisted for the award were Virgin Media and Schneider Electric.

ODEON CINEMAS GROUP  
An **amc** company