

Pixl8's 2020 Digital Showcase

Sharing the best of 2020:

In 2020 we have all seen the acceleration of digital technology in our working and personal lives.

At Pixl8 we have responded to new projects and client ideas as well as challenges. Never has it been more important to be fleet of foot, empathetic and collaborative.

Extraordinary times have produced some extraordinary results and we'd love to share with you our highlights.



Expanding our client services

As we are near Pixl8's 20th birthday in 2021 we want to say a special thanks to our longstanding staff as well as the new team members.

This year, we have developed our client services and have new team members across all our teams, including product development, consultancy and project management. Our new agile methodologies in our processes mean we can be even more responsive to our clients.

Our consultancy services have inspired and empowered clients to realise and stretch their digital ambitions. We have aligned targets to digital delivery, optimised websites and provided guidance around content and member value.

In this 2020 showcase you'll find:

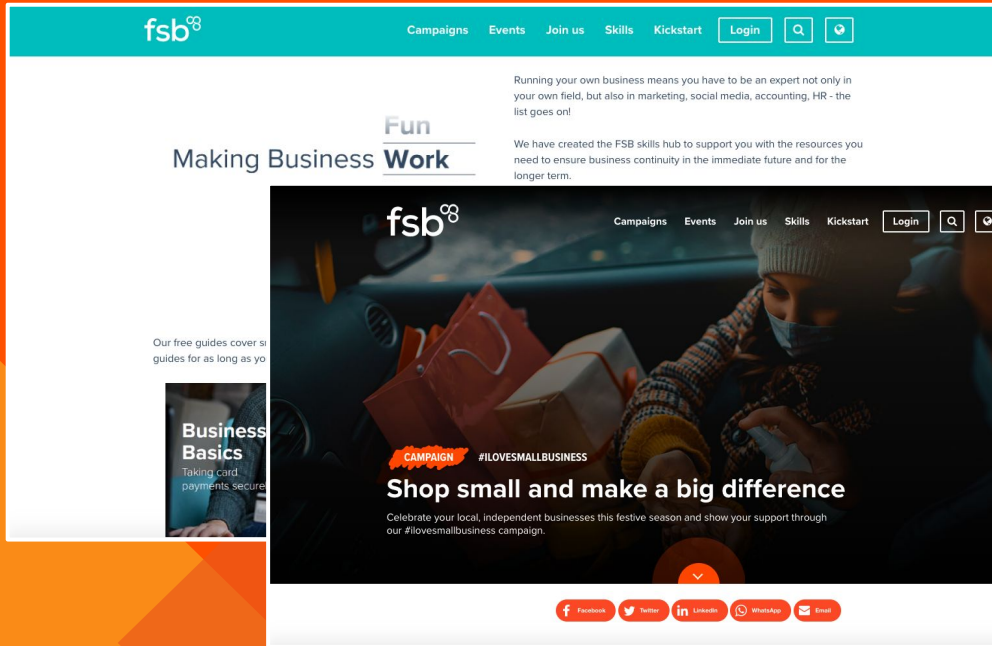
- Design highlights
- Product development
- Sector highlights
- Membership knowledge

Design highlights

Digital design in 2020

This year, it was more important than ever to have enticing websites that provide information, support and inspiration. During the pandemic, digital platforms played an even more important role in keeping up engagement levels and member retention.

To provide some ideas for the new year, we want to share some of the designs we have been working on in 2020.



fsb^{GB} Campaigns Events Join us Skills Kickstart Login Q

Running your own business means you have to be an expert not only in your own field, but also in marketing, social media, accounting, HR - the list goes on!

Fun

Making Business **Work**

We have created the FSB skills hub to support you with the resources you need to ensure business continuity in the immediate future and for the longer term.

Our free guides cover s guides for as long as yo

Business Basics
Taking card payments secure

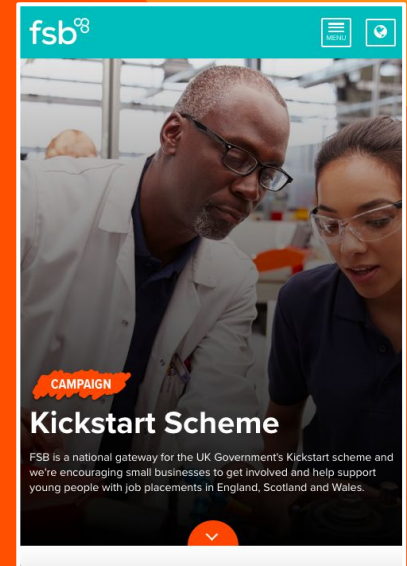
fsb^{GB} Campaigns Events Join us Skills Kickstart Login Q

CAMPAIGN #ILOVESMALLBUSINESS

Shop small and make a big difference

Celebrate your local, independent businesses this festive season and show your support through our #lovesmallbusiness campaign.

Facebook Twitter LinkedIn WhatsApp Email



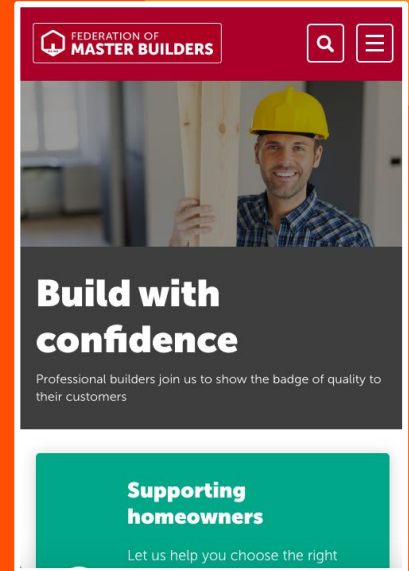
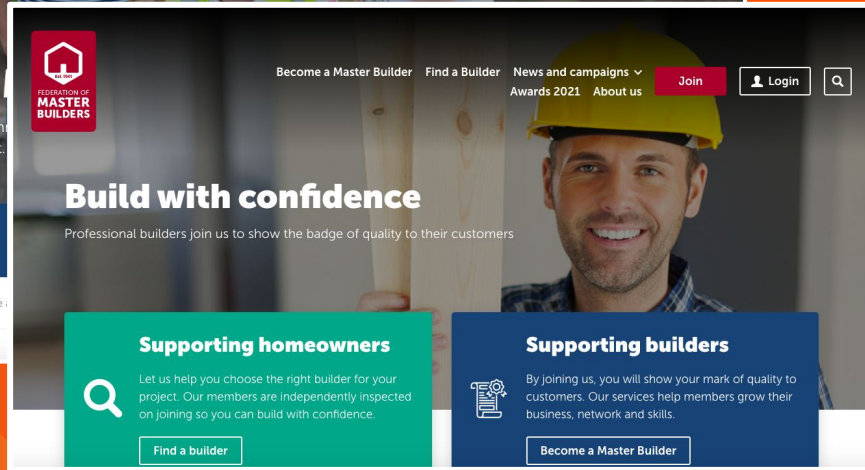
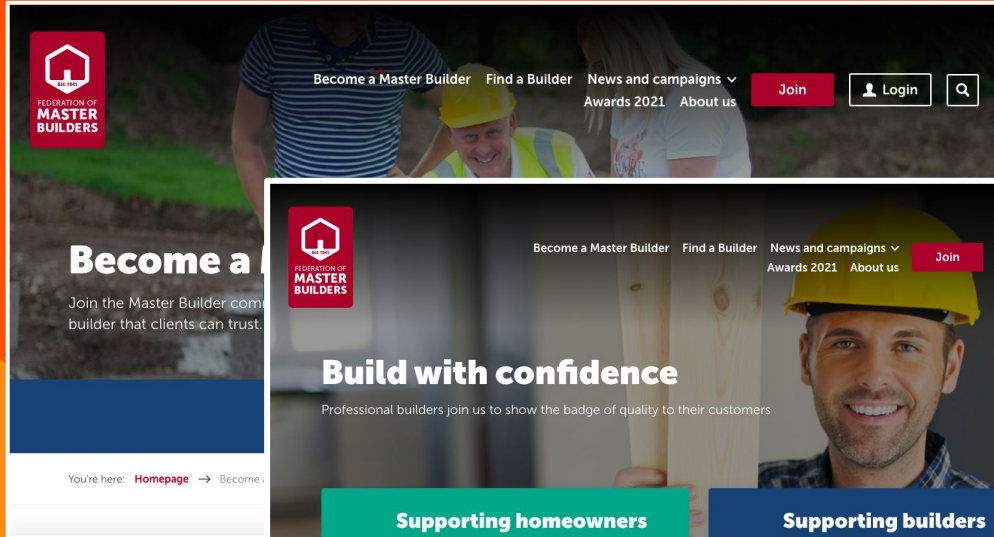
fsb^{GB} MENU

CAMPAIGN

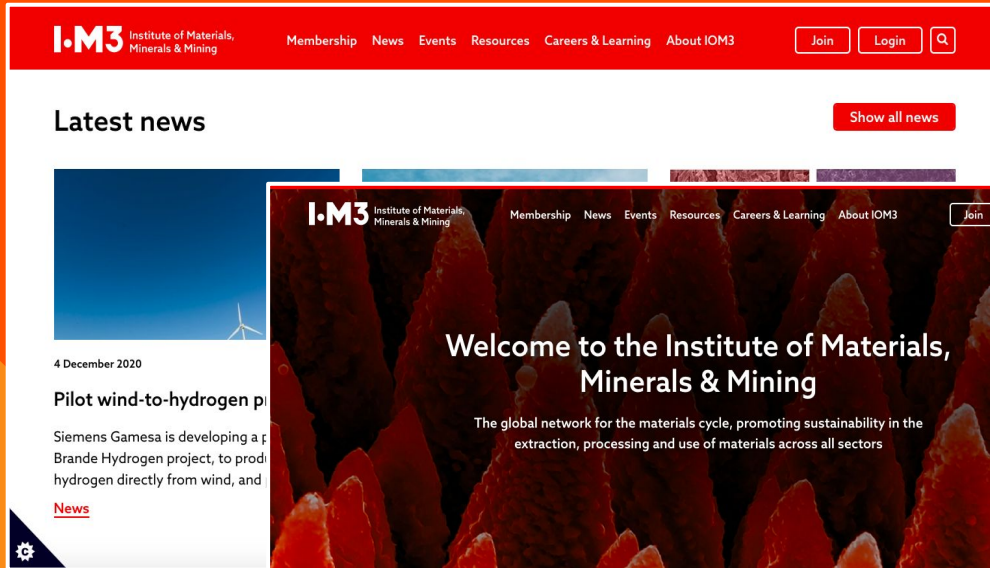
Kickstart Scheme

FSB is a national gateway for the UK Government's Kickstart scheme and we're encouraging small businesses to get involved and help support young people with job placements in England, Scotland and Wales.

Federation of Small Businesses



Federation of Master Builders



I.M3 Institute of Materials, Minerals & Mining

Membership News Events Resources Careers & Learning About IOM3

Join Login

Latest news

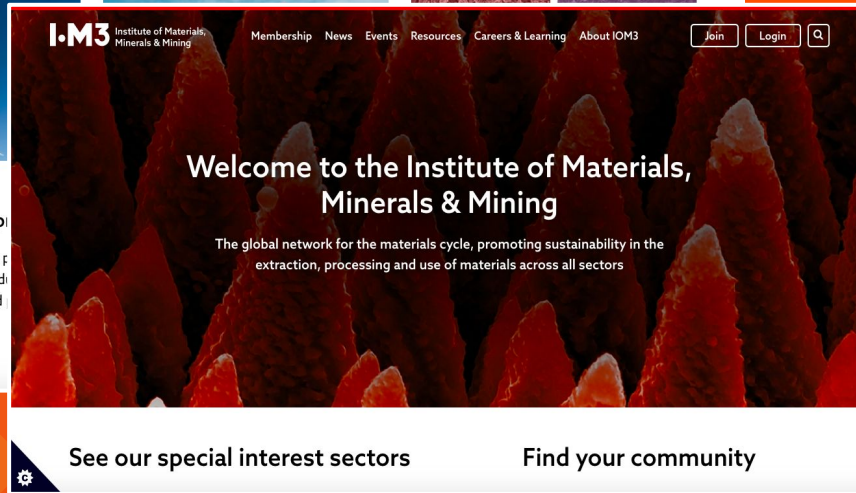
Show all news

4 December 2020

Pilot wind-to-hydrogen project

Siemens Gamesa is developing a pilot wind-to-hydrogen project, to produce hydrogen directly from wind, and...

[News](#)



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Welcome to the Institute of Materials, Minerals & Mining

The global network for the materials cycle, promoting sustainability in the extraction, processing and use of materials across all sectors

See our special interest sectors Find your community



I.M3

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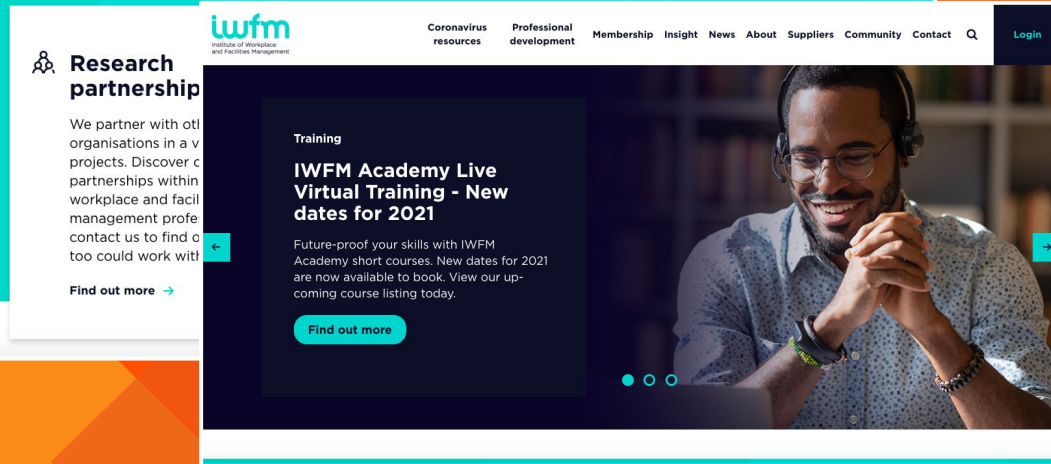


Institute of Materials, Minerals & Mining

Driving change

Our insights and research support the development of our profession and drive meaningful change. Want unlimited access to our knowledge hub? Become a member.

[Become a member](#)



Research partnership

We partner with other organisations in a variety of projects. Discover our partnerships within the workplace and facilities management profession. Contact us to find out how you could work with us.

[Find out more](#)

iwfm
Institute of Workplace and Facilities Management

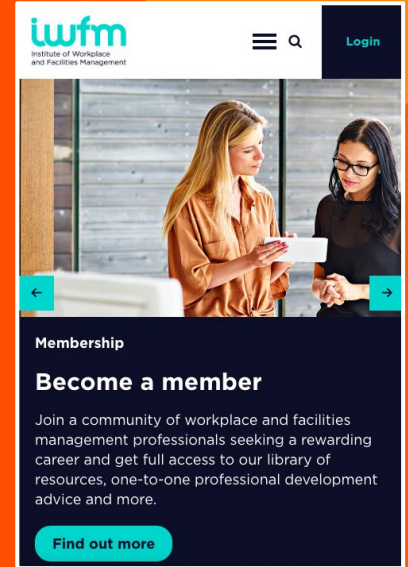
Coronavirus resources Professional development Membership Insight News About Suppliers Community Contact [Login](#)

Training

IWFM Academy Live Virtual Training - New dates for 2021

Future-proof your skills with IWFM Academy short courses. New dates for 2021 are now available to book. View our upcoming course listing today.

[Find out more](#)



iwfm
Institute of Workplace and Facilities Management

[Login](#)

Membership

Become a member

Join a community of workplace and facilities management professionals seeking a rewarding career and get full access to our library of resources, one-to-one professional development advice and more.

[Find out more](#)

Institute of Workplace and Facilities Management

Navigation: About dietetics ~ Food & Health ~ News & Campaigns ~ Membership ~ Practice & Education ~ Events ~ Union ~

Food & Health

In this section

- Your health
- Food Facts
- Let's Get Cooking
- Workplace Health
- Articles
- Healthier You


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BDA The Association of UK Dietitians

Search here...

Navigation: About dietetics ~ Food & Health ~ News & Campaigns ~ Membership ~ Practice & Education ~ Events ~ Union ~




What is a dietitian?

Dietitians are qualified and regulated health professionals that assess, diagnose and treat dietary and nutritional problems at an individual and wider public-health level.

Latest news and articles


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Latest news and articles

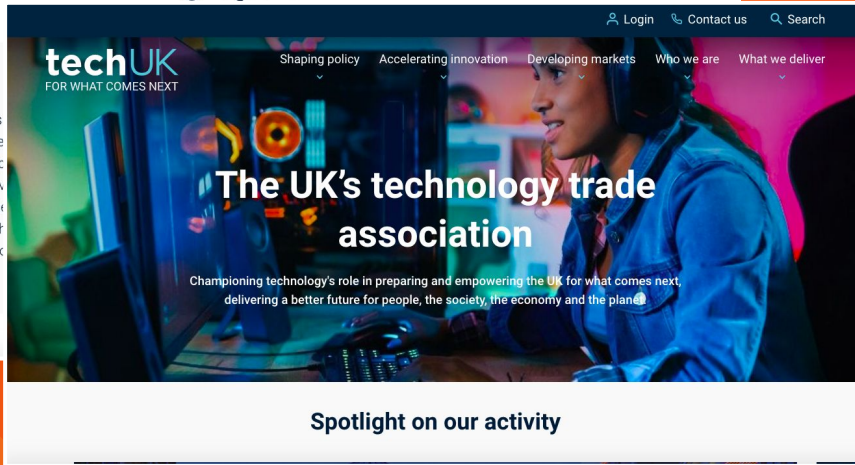
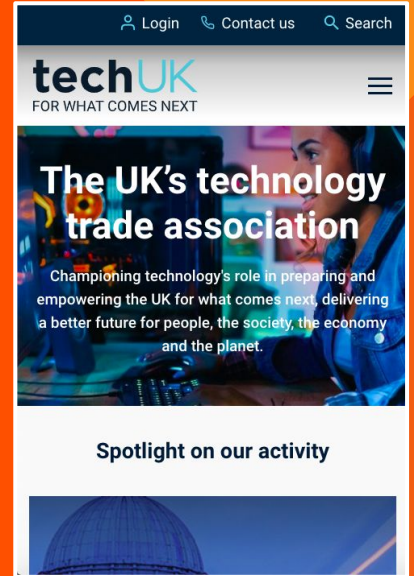


British Dietetic Association




Shaping policy


From economic policy to skills diversity, we work with members to develop a comprehensive policy platform with clear asks of government. Our relationship with government regulators helps create the right conditions for technology to flourish.

A screenshot of the TechUK website. The header includes the TechUK logo and navigation links for Login, Contact us, and Search. The main navigation menu lists: Shaping policy, Accelerating innovation, Developing markets, Who we are, and What we deliver. The main content area features a large image of a woman in a blue jacket working at a computer. Overlaid on this image is the text: "The UK's technology trade association" and "Championing technology's role in preparing and empowering the UK for what comes next, delivering a better future for people, the society, the economy and the planet." Below the image is a white box with the text "Spotlight on our activity".A screenshot of the TechUK website. The header includes the TechUK logo and navigation links for Login, Contact us, and Search. The main content area features a large image of a woman in a blue jacket working at a computer. Overlaid on this image is the text: "The UK's technology trade association" and "Championing technology's role in preparing and empowering the UK for what comes next, delivering a better future for people, the society, the economy and the planet." Below the image is a white box with the text "Spotlight on our activity" and a small image of a dome structure.

Our Sectors

Working in support of modern sustainable commercial agriculture





Animal Feed

The aim of the Animal Fe... is to improve the comp... position of AIC Member C... within the agri supply it...


Grain & Oilseed

The work of the Arabl... Marketing Sector is ge... representing the inter...

<https://www.agindustries.org.uk/sectors/fertiliser.html>


- AIC Services
- Trade Assurance
- FAR
- UKFFPA
- Agribusiness
- Contact

[Login](#)



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About AIC

What is AIC?

The Agricultural Industries Confederation (AIC) is the agrisupply industry's leading trade association. ...

In this section

About
→


Menu ☰



The Leading Voice for the Agrisupply Industry

The Agricultural Industries Confederation (AIC) is the agrisupply industry's leading trade association.

[Learn more](#)

Our Sectors

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Agricultural Industries Confederation

Shortlisted for 4 awards



Association UK Awards

Bar Council - Best Digital Transformation

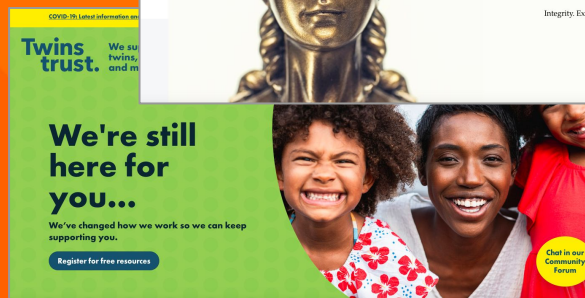
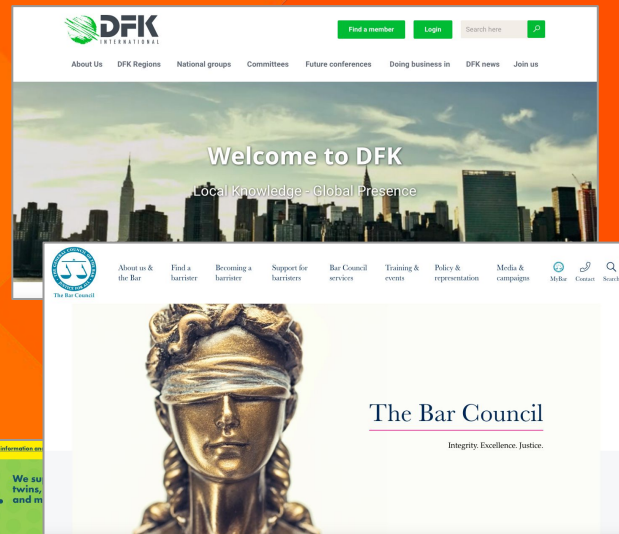
International & European Association Awards

Twins Trust - Best Association Website

DFK International - Best Association Website

Memcom Membership Excellence Awards

Twins Trust - Best Website



2020: Product development

What's new in Preside



2020 has brought lots of new features and enhancements to our products.

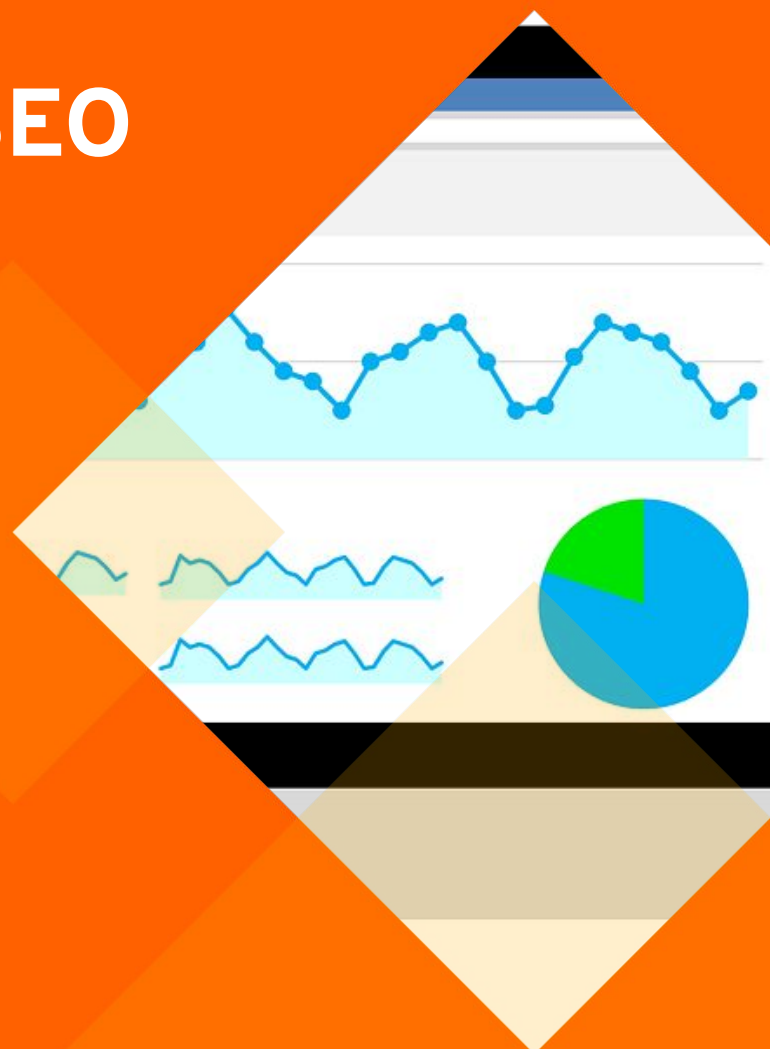
We want to thank all of our clients for sharing inspiration and member needs with us throughout the year - contributing to this development.

If there are any features or products that you want to hear more about, do get in touch with our consultancy team on info@pixl8.co.uk.



Digital Marketing and SEO

- Digital Marketing Enhancements
 - Regular and one-off Google Analytics reports
 - Landing page analysis and recommendations
- Technical SEO advances in:
 - Cookie Consent control modules
 - Google Analytics Measurement Protocol module
 - Analytics and Tag Manager implementation support
 - Semantic HTML markup



Improved accessibility, security and hosting

- Frontend application improvements for Accessibility WCAG 2.1 standards and Performance
- Move to new hosting infrastructure using Kubernetes and AWS
 - Zero downtime deployments
- PEN Tested applications - reducing vulnerabilities



Comprehensive Pixl8 products



With our wide range of products and services, we support our clients in all things digital from events and email to sector specific solutions:

Eventfolio

Message Pipes

Awards management

CRM

Intranet



READYMEMBERSHIP

www.readymembership.com



READYCHARITY

www.readycharity.com

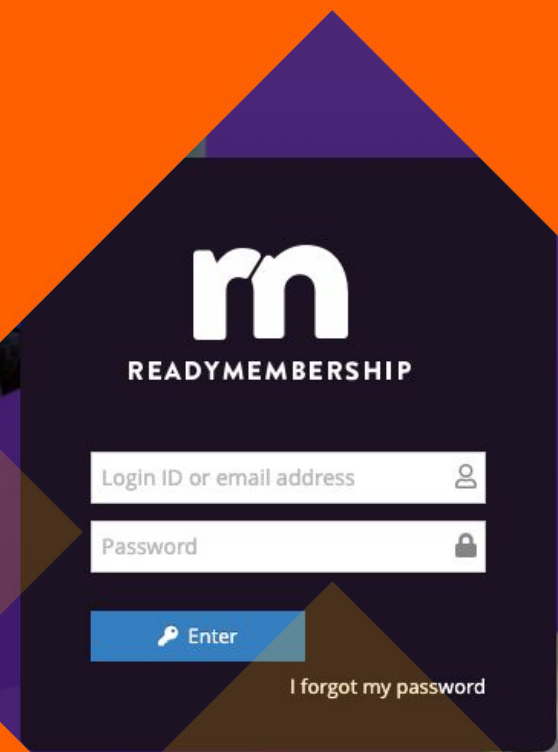
Focus on events and CRM

- Eventfolio highlights
 - Booking for multiple people
 - Nudge marketing
 - Zoom and gotomeeting integration
 - Live events
- CRM highlights
 - Subscription management
 - Centralised payments, orders & invoices
 - Configurable login and other workflows



Focus on the platform and ReadyMembership

- Preside highlights
 - Save and schedule exports
 - Organise and permission rules
 - Improved formbuilder
 - Xero integration
- ReadyMembership highlights
 - Consolidated invoices
 - Payments across all products



Consultancy

This year, we have extended our consultancy offering to further support your digital ambitions.

Our team draws from years of experience and understanding of the membership sector. We can take you, your teams and organisations with us as we consider your best options and digital opportunities.



Our consultants can enhance your:

Strategy

Deliver lasting results by defining and evolving your strategy.

Reporting

Optimise your impact by interpreting data and insights.

Insights

Boost customer satisfaction by understanding needs and motivations.

Content

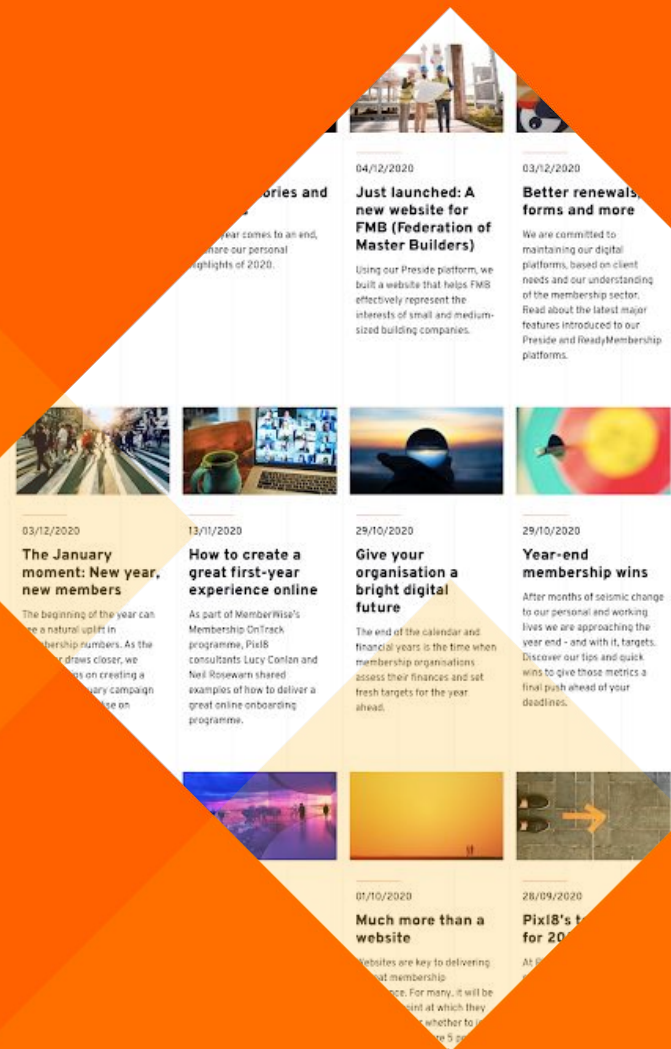
Present winning content by making your copy, images and resources shine.

Our top resources

Over the year, we have been putting out blog posts, reports and case studies to inspire your next steps in digital.

Some of your favourites this year included our [Membership Forecast 2020](#), an introduction to [Zoom for eventfolio](#) and event highlights including MemberWise's [Membership OnTrack](#), [memcom interactive](#) and our [webinars with the AAE](#).

Dive into [our resources](#) in the Knowledge section of the Pixl8 website.



Best of Pixl8's Membership Forecast 2020

2020 membership insights

In 2020 we launched our first Membership Forecast. With insights gathered from across the sector, it gives us a unique perspective into the changing times.

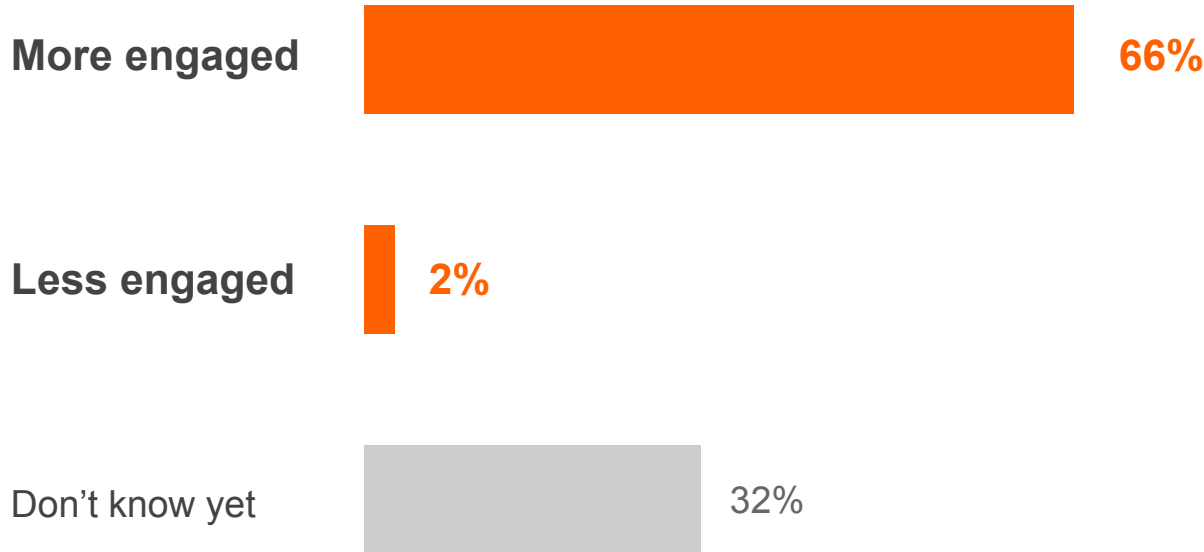
Thanks to all of you who have taken part and our partners for extending its reach and impact.

For our 2020 showcase you can get a flavour of the full report, available to download from our [website](https://www.pixl8.co.uk/resource/membership-forecast-2020.html):

www.pixl8.co.uk/resource/membership-forecast-2020.html

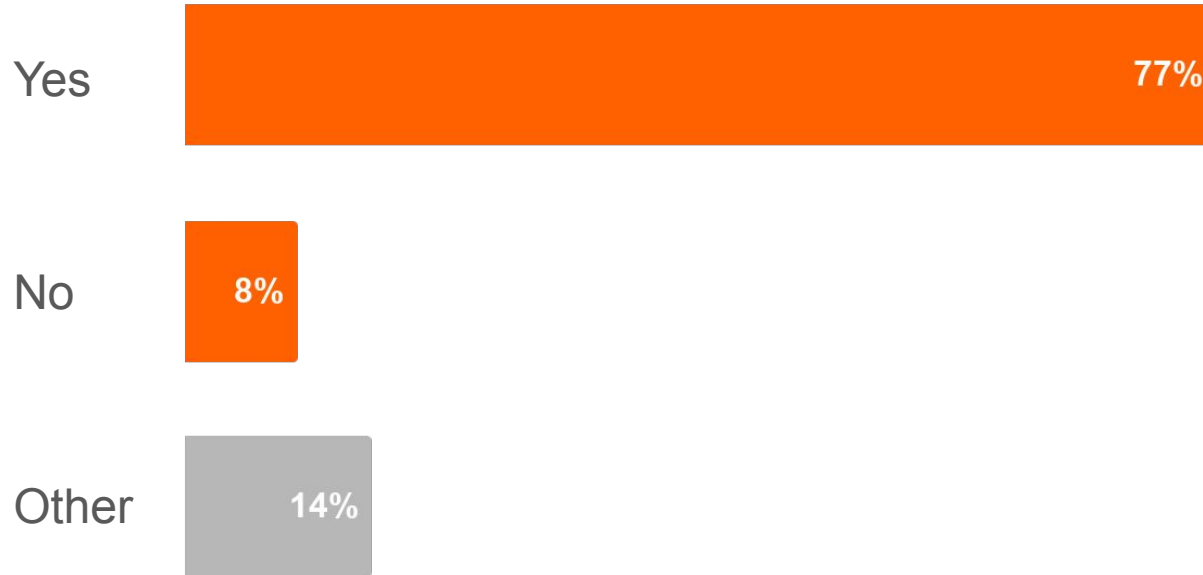


Since remote working began, how would you rate your members' digital engagement?

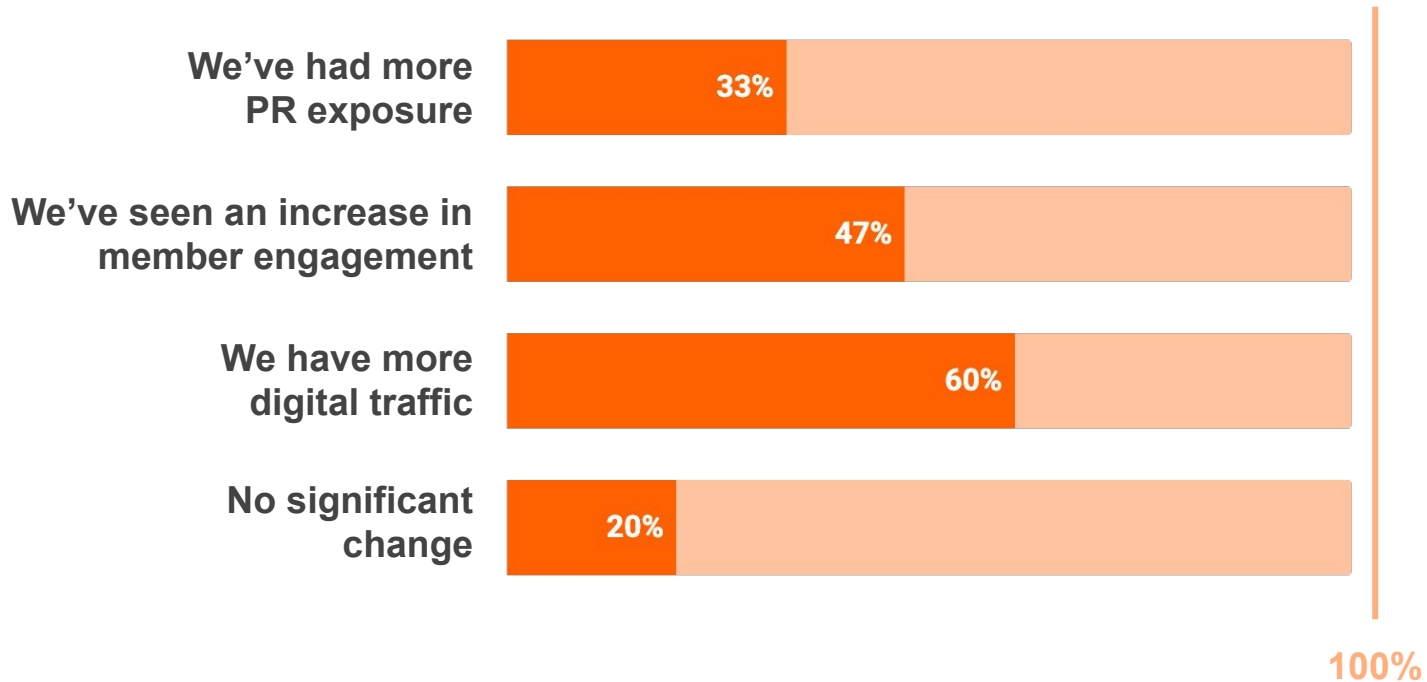


* MemberWise webinar poll, 53 respondents

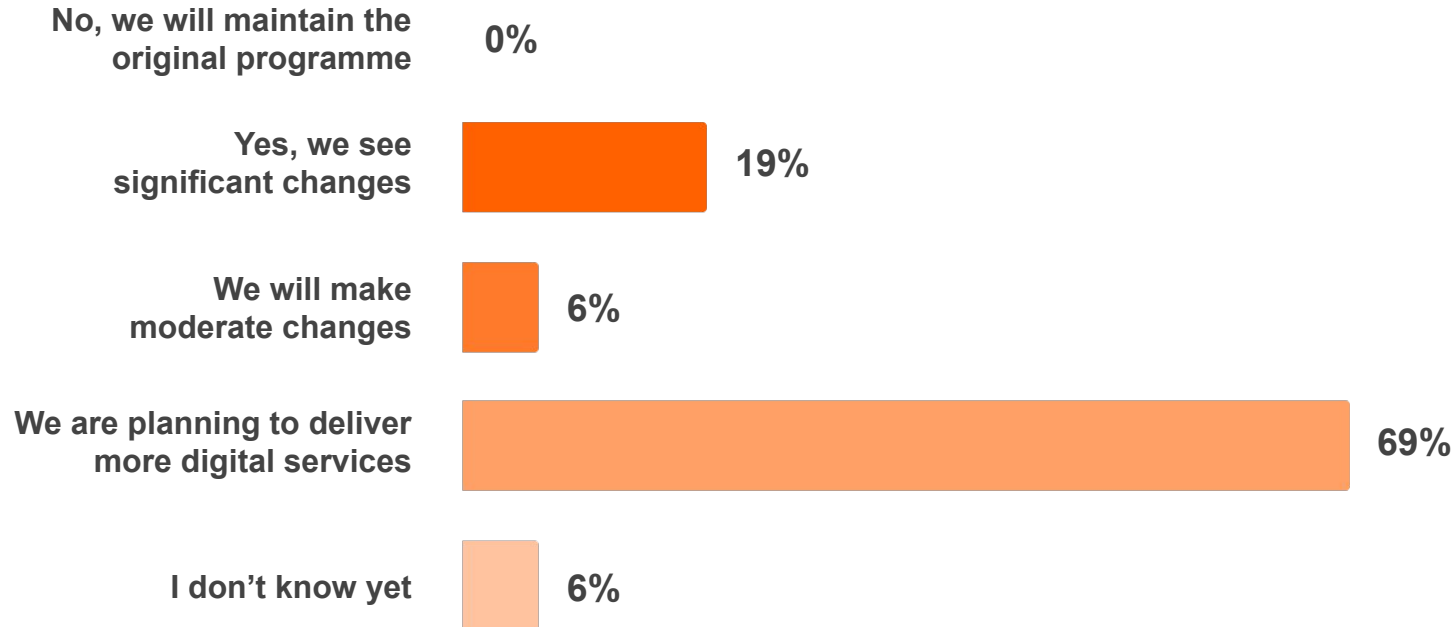
Do you wish to start or enhance your levels of personalisation and automation?



Do you feel your organisation has had a higher profile during lockdown?



Are you planning to keep some of the changes to member services and benefits that were made because of Covid?



A glimpse at 2021

What we're working on ...

We continuously enhance our products to provide the systems you need to make your membership shine.

In 2021, we are looking to roll out a variety of new features around ...

- Real-time, customisable dashboards
- Workflows
- Abstracts and grants management
- Form builder
- Enhancing eventfolio and CRM

Here's to 2021!

We're looking forward to seeing you back in 2021 for more chats, collaborations and innovations.

