

News Release

Re:locate Awards 2014/15 celebrate excellent relocation service provision

Friday 15 May 2015 – The winners of this year's *Re:locate* Awards, which celebrate the contribution of companies and individuals across the relocation sector, were announced and presented with their trophies at a champagne reception and gala dinner held yesterday at London's prestigious Institute of Directors. Among the categories was **Relocation Service Provider or Team of the Year**, which saw two awards made, for **Relocation Service Provider of the Year** and **Global Relocation Team of the Year**.

Reflecting on the high calibre of entries Fiona Murchie, Managing Editor said, "It has been really encouraging to see the quality of entries rising year on year and I think this reflects the maturing of the profession which embraces such a wide range of specialties. Clearly the need for the full range of global mobility services is gaining momentum as more and more companies embrace new international markets. Companies are opening up in new dominions all the time and they need the services of a range of experts too support their growth and stay compliant."

The *Re:locate* Awards are regarded as the ultimate recognition of excellence in all aspects of relocation, both in the UK and internationally. More than 200 guests from across the relocation spectrum – including HR professionals and suppliers – networked the night away as they awaited the announcement of the winners. They were entertained and informed by this year's speaker, Laughology's Stephanie Davies, whose refreshingly interactive keynote was warmly received. Master of ceremonies Dave Keeling, also of Laughology, ensured that the presentation of the trophies went with a swing.

The winners

Between them, this year's 12 *Re:locate* Awards recognised individuals, teams, policy and innovation, with a choice of categories for HR and service providers. Entries were subjected to rigorous scrutiny by a team of independent judges.

The winners, which included companies and individuals from the UK and overseas, reflected the many different types of organisation involved in relocation, all of which contribute a wealth of knowledge and expertise. Familiar names like InterContinental Hotels Group, PwC and Crown World Mobility were side by side with previously less-familiar ones.

The **Relocation Service Provider or Team of the Year** award recognises a provider organisation or team which can demonstrate that it provides excellent and effective relocation support services to clients and their relocatees.

As in previous years, this was the category with the largest number of entries, and it was hotly contested. Since it was a broad category, with entries from UK, regional and global companies of all sizes, as well as specialist suppliers, two separate awards were made – **Relocation Service Provider of the Year** and **Global Relocation Team of the Year**.

The judges congratulated Russian destination services provider Intermark Relocation, which was named **Relocation Service Provider of the Year**, on an excellent service-delivery model with 24-hour assistance support.

They added, "With the introduction of its Housing Cost Optimisation Programme, Intermark has been able to maximise the use of good landlords while keeping rents under control.

"As part of the Friends of Intermark project, the company has created a Facebook page with the latest news updates and tips about Moscow lifestyle,

cultural events and entertainment. The page is updated daily and provides additional support and advice to that already provided by the Friends group.”

Marina Semenova of Intermark Relocation said, "We are passionate about what we do and making a difference. Russia can have different challenges, which can be difficult, but we are achieving what we want to do, so to be recognised for this is great."

Russian based, Irina Yakimenko of Intermark Relocation added, "We are all very happy! It was our team who wanted to enter. They said we had grown so much, and achieved so much, that it was time for people to know."

"This is the first time we have entered the awards. We entered four categories, were shortlisted in three, won one, and were highly commended in another. We'll be back next year!"

Crown World Mobility's Unilever Account Team took the award for Global Relocation Team of the Year. The judges praised the team for the "huge efforts" it had made to improve and develop cultural and location knowledge to support Unilever in all regions.

They highlighted an increase in assignee satisfaction scores from 89 per cent to 94 per cent from 70 individuals across ten countries, and the new channels of communication which had been opened to enable team members to share ideas for service improvement options, which had resulted in 35 new improvements being suggested.

These new initiatives, said the judges, would benefit both Crown and Unilever, with continued focus on high-quality service delivery and global consistency.

Also on the shortlist were Bournes Relocation Solutions, Cartus, Mobility Services International, NEI Global Relocation's Coca-Cola Account Team, Relocation Support Services, and UrbanBound

For a comprehensive list of *Re:locate* Awards winners, [click here](#).

The Summer 2015 issue of *Re:locate* magazine, to be published in June, will feature full details of all the winners, with case studies.

The *Re:locate* Awards 2014/15 were sponsored by BridgeStreet Global Hospitality, Cheval Residences, Graebel Relocation, Skyline Worldwide and Smith Stone Walters. The Association of Relocation Professionals (ARP), the European Relocation Association (EuRA), FOCUS, and the Relocation Users Group (RUG) provided professional endorsements.

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Notes for Editors

About the Re:locate Awards

Introduced in 2007 to reward good practice and celebrate the contribution of relocation to business success, the *Re:locate* Awards recognise teams and individuals, as well as organisations. They attract global attention and entries from the UK and overseas. Previous winners range from blue-chip companies to start-ups.

For further information, visit relocatemagazine.com/about-the-awards

About Re:locate Global

Re:locate Global recently celebrated ten years as the leading source of information, support and events for the global mobility sector. Its website, relocateglobal.com, is the gateway to a range of influential multichannel, multimedia products and services. Updated daily and reaching 145 countries, the website includes regional and subject-specific digital magazines. It is the online home of a fast-growing community of HR, global managers, relocation professionals and experts dedicated to global mobility.

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