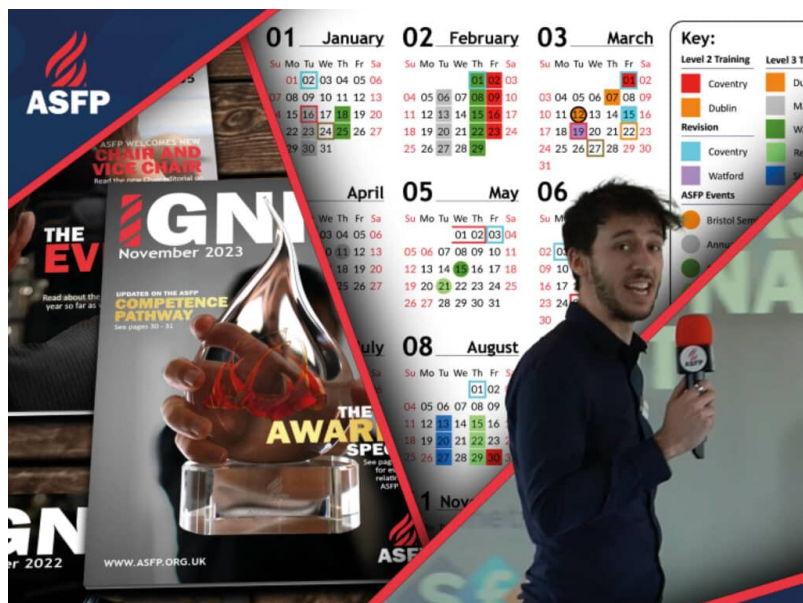


## ASFP shortlisted for three Association awards

2 years ago



The [Association for Specialist Fire Protection \(ASFP\)](#) is delighted to have been shortlisted for three awards in the Trade Association Forum's (TAF's) Awards. The Awards recognise, reward, and promote best practice among trade associations in the UK.

The Association's magazine, *Ignite*, has been shortlisted for Magazine of the Year. *Ignite* caters to the needs and interests of professionals within the passive fire protection (PFP) industry. It offers a valuable resource that enhances the knowledge and expertise of its audience. The magazine also promotes best practice and addresses challenges in the sector, facilitating the growth and development of the industry.

Produced three times each year, *Ignite* is distributed in print form at ASFP events, industry conferences and trade shows, and sent to each member. It is also distributed via the ASFP's online platforms, including its website, social media and email list.

The ASFP's expanding events and training calendar, has been shortlisted for the Membership Engagement Award. This initiative aims to transform and expand membership engagement through additional events, providing members and the wider industry with increased opportunity to engage. ASFP has introduced new training courses, events, and added another major trade show to its itinerary. The Association has also increased opportunities for members to attend its technical groups by increasing the number of meetings and introducing several new groups.

This initiative has deepened connections with existing members and attracted new entrants. It has had a demonstrable impact on engagement and resulted in positive member feedback, and a sustainable financial return, highlighting the ASFP's commitment to fostering a vibrant member community.

These campaigns are just two of the many marketing initiatives spearheaded by the ASFP's shortlisted Rising Star, Reece Goodman. Since joining the ASFP in 2021, Reece has revitalised the Association's marketing. He undertook a comprehensive overhaul of ASFP's branding, introduced the new magazine and has significantly enhanced the ASFP's online presence.

He created the design and led the March 2022 launch of the Association's new website and CRM and has delivered a wide range of sell-out events. In June 2021, he launched ASFPTV, tripling the Association's YouTube following. He hosts *ASFPLive* and *Sparkling Interest* podcasts, and conducts *ASFPTV* interviews, where his sparkling personality encourages engagement from industry novices and professionals alike.

ASFP Business Manager Mike Ward commented:

"We are delighted to have been shortlisted for these three prestigious awards, which clearly recognise the ASFP's dedication to improving and developing the services we offer to our members. These initiatives have already resulted in impressive levels of member engagement and bolstered ASFP's profile both within and outside of the passive fire protection industry.

"I am thrilled that our Marketing Manager Reece Goodman, who has spearheaded these and many other campaigns, has also been recognised for the Rising Star Award. As well as being a wonderful team member, who is fun to be around, Reece's exceptional leadership, creative prowess, and tireless dedication have transformed our marketing landscape and made him as a catalyst for growth and innovation within the Association."

The Award winners will be announced at a ceremony at the De Vere Grand Connaught Rooms in London on 22 February 2024.

For further information on the ASFP and for passive fire protection training and advice, visit

[www.asfp.org.uk](http://www.asfp.org.uk)