



The problem statement

The Institute of Certified Secretaries (ICS) has long stood as a pillar of excellence in corporate governance and secretarial practice in Kenya. As the regulatory body for company secretaries and governance professionals, ICS plays a crucial role in setting industry standards, offering certification, and fostering best practices that shape business leadership across the region.

Despite its reputation, ICS faced several hurdles that hindered its ability to connect effectively with its members. An outdated website, inconsistent brand identity, and poor mobile optimization made it difficult for the organization to engage its audience and maintain its industry leadership. Membership processes were cumbersome, event sign-ups were inefficient, and the overall digital experience failed to reflect the professionalism and authority of ICS.

Solutions offered

The digital experience was reimagined. BBR designed a user-friendly, mobile-optimized website with a seamless membership portal, integrated online payments, and an event management system. The new platform allowed members to access resources with ease, renew certifications effortlessly, and register for events in just a few clicks. The website's intuitive navigation ensured a smooth and engaging experience across all devices, making ICS more accessible than ever before.

The impact

The impact was immediate and profound. The revamped website provided a more personalized experience for members, increasing engagement and satisfaction. Prospective members found it easier to join, leading to a steady growth in membership. With streamlined operations, ICS reduced its administrative burden, allowing it to focus on strategic initiatives that drive the governance profession forward.

Beyond functionality, the refreshed brand and digital presence elevated ICS's standing in the industry. The modern look and enhanced accessibility positioned the organization as a forward-thinking leader, earning renewed trust from stakeholders and governance professionals alike. With a sleek event management system in place, participation in training sessions and webinars surged, reinforcing ICS's role as a premier hub for corporate governance education.

Through strategic branding and digital innovation, ICS emerged stronger, more connected, and better equipped to serve its members. No longer just a regulatory body, ICS now stands as a dynamic force in shaping the future of corporate governance in Kenya and beyond.