

# DWG Member Benefits Annual

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The benefits delivered to DWG member organizations in 2025.



Supporting organizations  
on their journey towards  
digital workplace success

**Don't journey alone.**





## Digital Workplace Group (DWG) Membership

DWG Membership brings together a community of more than 900 digital workplace and intranet leaders and practitioners, with their collective wealth of experience.

It is designed to help large organizations improve their digital workplaces through expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

All year round, our community is sharing experiences, insights and opinions in a confidential setting, either in person or online. Whatever challenges you are facing, there'll be someone in DWG who's been there already and can steer you in the right direction.

DWG Membership is an essential resource that provides members with:

- ▶ **1. Business resilience**
- ▶ **2. Confidential connections with household-name organizations**
- ▶ **3. A digital workplace 'insurance policy'**



"It's phenomenal the amount of information and insights you get at a DWG Member Meeting - and it's a really relaxed, informal setting. You're able to share where you're at and which areas you need more help in. I really enjoy the networking these bring."

**Priya Thummalapalli, Director,  
People Experience Solutions, Intuit**

## Why is membership essential?

**Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.**

As a digital workplace practitioner, you can't simply 'Google' what your competitors are doing, as you might a website.

That's why DWG created a confidential community where digital workplace, intranet, corporate communications, HR and IT practitioners can openly share experiences, see inside other digital workplaces, ask questions and learn from each other.

It enables the sharing of industry insights and knowledge that can help your organization make faster, well-informed decisions that save on time and money, and help unlock the highest level of digital workplace success.

**Why journey alone**, when you can benefit from the insight, advice and support of a network of digital workplace experts and industry peers?

## 1. Business resilience

Business resilience now means digital workplace strength.

DWG gathers and shares real-time global best practices and specific examples of all aspects of the 24/7 digital (and now essential) workplace.

If you have a digital workplace question or challenge, AskDWG.

DWG is by your side to support you, by tackling specific challenges and sharing experiences through our AskDWG Q&A engine, Insider Insights and Live Tour events, and research programme.

Our research programme publishes six research reports on digital workplace topics driven by member needs each year. In addition, members can tap into our extensive libraries, including over 100 research reports and more than 500 hours of recorded video tours, along with benchmarking league tables, external research and expert blogs.





“The DWG in-person Member Meeting in NYC was an incredible gathering of top thought leaders from a varied collection of companies spanning many industries with worldwide reach. The mixture of speakers, presentations and thought-provoking activities was invaluable for anyone leading in the digital workplace field.”

**James Krick, Director, Digital Workplace Services, The Campbell's Company**

## 2. Confidential connections with household-name organizations

We connect you with organizations that are tackling the same challenges and questions as you – confidentially, securely and quickly.

With over 20 years of confidential support and trust across our diverse range of large member organizations, we can get you into direct conversation with the right peers in ways that save you time, money and mistakes.

In addition, DWG hosts around 50 online events each year, including digital workplace tours, research-driven webinars and live Q&As.

DWG Member Meetings are a key part of Membership, and while online events are an effective and efficient use of time, nothing can replicate the magic of being in person.

We hold 3–4 Member Meetings annually, either in-person or online.

## 3. A digital workplace ‘insurance policy’

The future is uncertain, so treat DWG Membership as an insurance policy to make sure you keep your digital workplace risk to the bare minimum, no matter what the future brings.

Considering a technology change, new structure or accelerated remote working? Then let DWG quickly sense-check your plans.

This has steered many members away from dangerous waters and made sure mistakes were avoided. We actively engage with every member organization through regular one-to-one hub chats to discuss the challenges they are facing or any new topics they are keen to explore.

We provide support through real-time problem-solving as well as by collating relevant resources and connecting members with experts within DWG and the wider membership.

[Read more about membership benefits](#)



# 900+

Confidential network of digital workplace leaders and practitioners

Join a range of online and in-person meetings. Plus, access a Video Library of over 170+ meeting recordings, slides, screenshots and recaps.

# 60+

Member list of global organizations

Access insights from global organizations across a range of industries through regular online knowledge-sharing sessions and Member Meetings, facilitated by DWG.

# Your journey continues here.

Expertise, community and insight  
for digital workplace success

[Read more about membership](#)

## Peer connections

Network with more than 900 like-minded practitioners who manage digital workplaces for global brands

## Curated research

Access insightful research and events that enable digital workplace teams to remain aware of latest trends and thinking

## Insights from global digital workplaces

Get a unique perspective on real examples of world-class digital workplaces

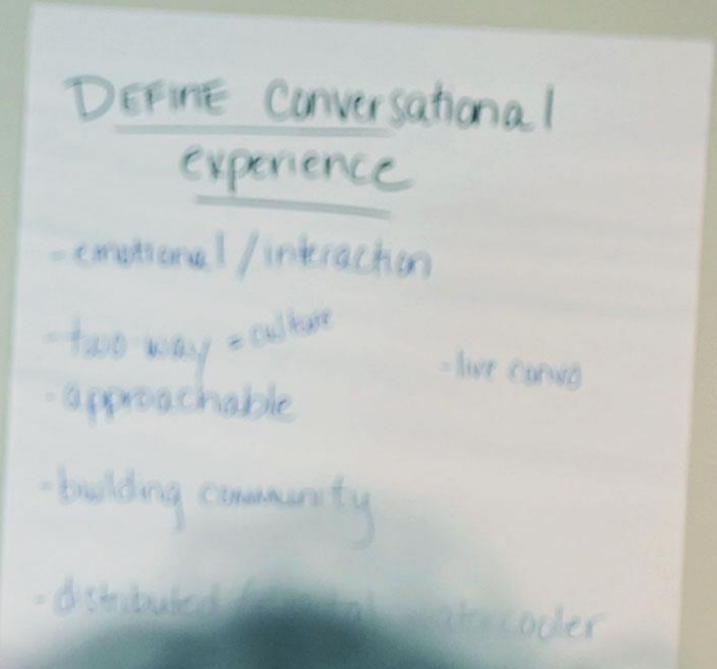
## Expert advice

Validate your thinking about the direction of your digital workplace to ensure you can establish an optimal service for your end-users



Supporting organizations  
on their journey towards  
digital workplace success

**Don't journey alone.**



**40+**

#### Online and in-person events a year

Join a range of exclusive online and in-person meetings. Plus, access a Video Library of around 170+ meeting recordings, slides, screenshots and recaps.

**100+**

#### Research reports

Our research programme publishes six reports on digital workplace topics each year. In addition, members can access our exclusive library of research reports and resources.

# Confidential network

Since 2002, DWG members have been part of a community with access to:

[Apply for membership](#)



## Secure network

A global, secure, confidential, perpetual network of like-minded Fortune 1000 and equivalent organizations.



## Structured knowledge sharing

Regular online and in-person meetings, facilitating knowledge sharing across the network and collaboration on challenges.



## Knowledge base

Online knowledge base curated over the last 15 years, providing insights from DWG members' digital transformations.



## Original research

Annual research programme designed to address the network's priority challenges through original research.



## Benchmarking and scorecards

Benchmarking of digital workplaces, including recommendations and access to consulting services.



## Expert advice and support

Vendor-neutral, expert advice and practitioner-led support, helping organizations to tackle specific challenges on their digital workplace journeys.



# Connect with global leaders

DWG's members include some of the world's leading organizations and public institutions from a range of sectors.

[View our full members list](#)







**89%**

of DWG members  
renew each year, with  
membership lasting  
on average 6.1 years.

**63%**

of current DWG  
members have been  
with us for more  
than 5 years.

**30%**

of current DWG  
members have been  
with us for more than  
10 years.

# What our members say:

Our members include some of the world's leading organizations and public institutions from a range of sectors.

[Read member case studies](#)

"Keep up the great work!!"

[Confidential | Global Organization](#)

The quality of the resources is impeccable. I think it is very important for every organization to have a perspective from outside of their own organization. And this is where DWG comes into the picture."

[Shailesh Kumar | Schneider Electric](#)

"It is the chance to speak to others that do what you do. You're hearing real-life stories about real-life things that are going on. It's not a presentation from a vendor. It's not a consultancy trying to tell you the answer. It's other people sharing. So, you're only going to learn from it. So, I definitely recommend it to anyone that's trying to build a digital workplace."

[Andrew Neilson | Marks and Spencer](#)

"It's difficult to share information in what we do in a safe environment, where we can learn and understand from other groups and other companies. It's great that you can phone somebody up with an immediate problem, or you want an immediate opinion of something, and you just get really world-class advice."

[Ken Padmore | Executive Director | J.P.Morgan](#)

"As a senior executive with a technical background, I already know what [large consulting firms] will recommend.

The distinction DWG has is that I don't know what they – or my peers in DWG Membership – will recommend. This is a huge advantage: to collect information I wouldn't have thought of myself."

[Confidential | Global Organization](#)



# Why choose DWG?

Digital Workplace Group (DWG) is an essential resource covering all aspects of the evolving industry.

[Read more about membership benefits](#)

## We are digital workplace specialists

DWG focuses solely on digital workplace services. What's more, unlike large consulting firms who are prevented (due to client confidentiality) from sharing anything they have learned from their other clients, our members have specific confidentiality agreements with DWG that explicitly permit and encourage us to share insights gained from within the member community of more than 60 other large organizations.

## We are technology independent

DWG provides vendor-neutral, unbiased advice and practical support to digital workplace and intranet practitioners. Our expertise is rooted in strategy, people and processes, and allows us to work alongside your technology provider.

## We dig deeper and make connections

DWG can get you into conversation with the right peers in ways that will save you time, money and mistakes. We dig deeper to understand your challenges and make connections – confidentially, securely and quickly.

## Our expertise is rooted in experience

The DWG team is refreshingly approachable, responsive and knowledgeable, and composed entirely of former digital workplace practitioners. Each consultant comes with real experience of managing digital worlds of work inside household-name organizations across many sectors, such as Adobe, Boots, JPMorgan Chase, Northwestern Mutual and T-Mobile.

In 2025, DWG achieved an 'excellent' Net Promoter Score (NPS) of 71, a metric that measures customer experience and loyalty.

## We've been in this business for a long time

DWG (previously known as Intranet Benchmarking Forum (IBF)) was founded in 2002, to benchmark intranets and enable peers to connect and share best practice in a confidential setting. Since then, we've gone from strength to strength, developing a wide range of knowledge hubs including topical research reports, live tours and benchmarking league tables.

# 2025 full year snapshot

In 2025, DWG provided members with a plethora of resources that enabled digital workplace teams to keep abreast of the latest insights, trends and thinking.

[Browse our resource library](#)





# Member Meetings

We held 3 online and 1 in-person  
Member Meetings.

[Browse our events](#)

1.

In-person Member Meeting: Innovate and elevate driving digital transformation, hosted by The Campbell's Company

2.

Online Member Meeting: The power of great search and findability

3.

Online Member Meeting: Digital Workplace Group Awards

4.

Online Member Meeting: Featuring DWG's predictions for 2026





# Live Tours

We delivered 11 Live Tour sessions.

[Browse our events](#)

- |    |  |     |  |
|----|--|-----|--|
| 1. | Impactful Live tours of 2024 and looking forward to 2025                   | 7.  | Thrivent's digital experience journey  |
| 2. | Comcast's award-winning intranet   | 8.  | Unlocking the potential of Viva Engage with expert insights from Microsoft: Part 2               |
| 3. | Vodafone's global Copilot rollout: Strategies, insights and future plans   | 9.  | How Transport for London is helping cut comms noise and equipping people leaders with 'TeamTalk' |
| 4. | Unlocking the potential of Viva Engage with expert insights from Microsoft | 10. | Scottish Government: SharePoint Online intranet and award-winning live events                    |
| 5. | Moving beyond the project: PPG's digital workplace journey                 | 11. | P&G's new digital employee experience portal   |
| 6. | 3M's new frontline app and Viva Connections dashboard                      |     |  |



# Insider Insights

We held 5 Insider Insights sessions.

[Browse our events](#)

1. Reducing the DEX friction at Prudential Financial
2. Knowledge management at TD Bank with SharePoint migration and AI
3. Automating content governance at UnitedHealth Group
4. Connecting the frontline and office: Michelin's digital workplace journey
5. From grassroots to global: Kellanova's approach to AI and M365 adoption



## Research Spotlight

We delivered 6 research Spotlights.  
Reports excerpts are available to  
[download on our website.](#)

[Browse our events](#)

1. Insights into managing a modern digital workplace
2. Technostress and digital mindfulness
3. Intranet futures: What will happen to intranets over the next five years?
4. Empowering employees for the AI era
5. Data-driven decision making meets storytelling
6. Beyond the buzz: Making AI work for corporate communications





# Trailblazers

We held 3 Trailblazer sessions.

[Browse our events](#)

1. Evolving digital leadership for the future digital workplace
2. AI literacy: Unlocking the value creation story
3. Harnessing the art and science of storytelling for change



# AskDWG

We held 9 AskDWG sessions, where we answered hundreds of questions.

[Browse our events](#)

- |    |  |    |   |
|----|--|----|---|
| 1. | Discussion about internal video/podcasts           | 6. | Discussion about AI agents in the workplace   |
| 2. | Discussion about email, newsletters, and campaigns | 7. | Discussion about content and data governance for the AI intelligent digital workplace |
| 3. | AI update session                                  | 8. | Discussion about proving the value: Metrics, KPIs and ROI in the digital workplace    |
| 4. | Discussion about user feedback and evaluation      | 9. | AI with purpose: Exploring AI use cases for the digital workplace                     |
| 5. | Discussion about digital literacy                  |    |   |



# Digital Workplace Impact podcasts

We published 12 podcasts.

[Browse our podcasts](#)

1.

20/20 foresight: DWG's practical guide to futuring

2.

Highlights from DWG's 2024 best in show episodes

3.

Unlocking the future: Inside DWG's 2025 research programme

4.

Generative AI: The catalyst for intelligent collaboration today and beyond

5.

The SWOOP effect: Data-driven digital workplaces

6.

Celebrating excellence: DWG's Awards are back!

7.

Internal communications in the age of AI

8.

The art of self-promotion in the digital age

9.

Leading digital transformation at Motorola: A community manager's perspective

10.

The role of DEX at one of Fortune's Best Companies: Robert Half

11.

Hearst Network's approach to building change agility with purpose

12.

Digital brilliance: Lessons from DWG's 2025 Award winners

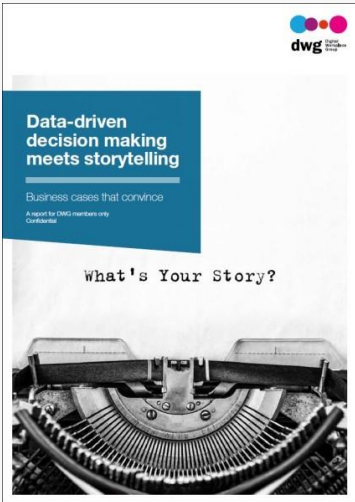




# Research reports

We delivered 4 research reports.  
Reports and excerpts are available  
to download on our website.

[Browse our research](#)



# Stepping back: DWG's bigger picture



Benchmarking evaluations completed



Online and in-person events each year



Peers in an exclusive, confidential network



Live site tours in the member video library



Research reports from our exclusive library



New in-depth research reports each year

# Thank you

For more information visit:  
[digitalworkplacegroup.com](https://digitalworkplacegroup.com)



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