

Corporate & Financial Awards 2018

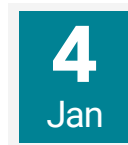
Entry guide



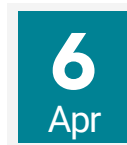
About the awards

The Corporate & Financial Awards celebrate excellence in all aspects of City communication. Corporate communications has never been more important. Never before have so many groups of stakeholders had access to corporate information or the ability to influence that company's brand. The Corporate & Financial Awards is the only true benchmark of companies' communication with the City and its influencers. The awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

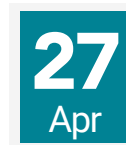
Key entry dates:



Open for
entries



Early entry
deadline*



Last chance
to save**



Final
deadline

Fees

£295 for the first entry from each organisation/submitting body.

£125 for each subsequent entry from each organisation/submitting body.

£125 for any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation.

Your fifth entry is free until 27 April 2018.

Please contact Ash Sandys for more information on entering the awards.

Tel: +44 20 7998 6263 | Email: ash.sandys@communicatemagazine.co.uk

*Early entry deadline. If you enter before 6 April 2018, you will receive £100 off your total entry cost. Also, if you enter five entries, you will get the fifth free.

**Last chance to get your fifth entry for free.

Categories

Specifics

- Best corporate website
 - FTSE 100
 - FTSE 250
 - AIM/small cap
 - International
 - Unlisted
- Best printed report
 - FTSE 100
 - FTSE 250
 - AIM/small cap
 - International
 - Unlisted
- Best online report
 - FTSE 100
 - FTSE 250
 - AIM/small cap
 - International
 - Unlisted
- Best CSR/ESG report
- Best online corporate newsroom
- Best meeting
- Most innovative financial communications

Campaign/strategy

- Best M&A communications
- Best IPO communications
- Most effective crisis communications
- Best use of digital media
- Best management of corporate & financial media relations
- Best management of investor & analyst relations
- Best communication with overseas investors &/or media
- Best evaluation of a communications campaign

Team

- Best in-house corporate & financial communications team
- Best IR agency or PR consultancy

For category definitions [click here](#).

How to enter

Writing your entry

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Corporate & Financial Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read. The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

Before you submit your entries into the Corporate & Financial Awards, we suggest you review the following entry guidelines. Your entry will need to be in one single PDF (no more than 10MB in size). When your entries are ready, submit your entries via the [Enter now](#) page on the Corporate & Financial Awards [website](#).

Entry summary

Please provide a short description of your entry in no more than 300-words. Please include a sentence or two regarding why your project fits in the category entered.

Entry statement

Please provide an 800-word entry statement telling the judges about your work. The criteria and entry guides for each of the categories can be found from page 6.

Entries into the team categories

If you are submitting an entry into the team category, you will need to provide an 800-word entry statement following the criteria on page 12.

Supporting materials

Supporting materials may be submitted to help the judges evaluate your entry. All supporting material should be included in your single PDF entry document.

Suggested materials include:

- Imagery
- Video (no more than two minutes long)
- Media coverage
- Statistics
- Internal feedback
- External feedback

For the 'Best corporate website' category, suggested materials include:

- Screen shots of the website
- Video explaining navigation (no more than two minutes long)
- Internal feedback
- External feedback

For the 'Best printed report' category, suggested materials include:

- Screen shots of the report
- Internal feedback
- External feedback

Please send two hard copies of the report to:
Corporate & Financial Awards
Communicate magazine
Unit 1G, 26-32 Voltaire Road,
London, SW4 6DH

When providing links and videos please ensure they do not expire as the judging will be taking place in June 2018. If necessary, please include user names or passwords needed.

Entry guide

Best corporate website

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives of the corporate website? What need did it fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
- What was the strategy?
- How did the strategy develop?
- What research was carried out and incorporated?
- What influenced the decision making?
- How did you implement the strategy?
- Did you encounter unexpected difficulties?
- How did you ensure the target audience was reached?
How was the website incorporated into the company's communication output?

Innovation

This is your opportunity to show off to the judges why your work stands out from others. Was the website innovative? If not, explain any restrictions faced with the innovation of the website. How did the website fit with the rest of the brand? What online/ digital elements were used within the website? What creative aspects were incorporated? Include information on use of video, interactive graphs or downloadable documents.

Functionality and accessibility

Explain to the judges the thought behind the navigation and accessibility of the website. How easy and clear is it to use the website? Is the information easy accessible for each target group?

Result

Tell the judges the success of the website. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any unexpected outcomes? How effective was the website? Were there quantifiable results? If possible, include feedback from both internal and external stakeholders.

Entry guide

Best printed report

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives of the report? What need did it fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
- What was the strategy?
- How did the strategy develop?
- If the report is annual, how did the strategy differ from the previous year?
- What research was carried out and incorporated?
- What influenced the decision making?
- How did you implement the strategy?
- Did you encounter unexpected difficulties?
- How did you ensure the target audience was reached?
How was the report incorporated into the company's communication output?

Innovation

This is your opportunity to show off to the judges why your work stands out from others. Was the report innovative? If not, explain any restrictions faced with the innovation of the report. How did the report fit with the rest of the brand? What creative aspects were incorporated? Include information on ease of access and navigation of the report?

Result

Tell the judges about the success of the report. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the report? Were there quantifiable results? Include feedback from both internal and external stakeholders.

Entry guide

Best online report

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives of the report? What need did it fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
- What was the strategy?
- How did the strategy develop?
- If the report is annual, how did the strategy differ from the previous year?
- What research was carried out and incorporated?
- What influenced the decision making?
- How did you implement the strategy?
- Did you encounter unexpected difficulties?
- How did you ensure the target audience was reached?
How was the report incorporated into the company's communication output?

Innovation

This is your opportunity to show off to the judges why your work stands out from others. Was the report innovative? If not, explain any restrictions faced with the innovation of the report. How did the report fit with the rest of the brand? What online/ digital elements were used within the report? What creative aspects were incorporated? Include information on use of video, interactive graphs or downloadable documents.

Functionality and accessibility

Explain to the judges the thought behind the navigation and accessibility of the report. How easy and clear is it to use the online report? Is the information easily accessible for each target group?

Result

Tell the judges about the success of the report. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the report? Were there quantifiable results? If possible, include feedback from both internal and external stakeholders.

Entry guide

Best CSR/ESG report

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives of the report? What need did it fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
 - What was the strategy?
 - How did the strategy develop?
 - If the report is annual, how did the strategy differ from the previous year?
 - What research was carried out and incorporated?
 - What influenced the decision making?
 - How did you implement the strategy?
 - Did you encounter unexpected difficulties?
 - How did you ensure the target audience was reached?
- How was the report incorporated into the company's communication output?

Innovation

This is your opportunity to show off to the judges why your work stands out from others. Was the report innovative? If not, explain any restrictions faced with the innovation of the report. How did the report fit with the rest of the brand? What creative aspects were incorporated? Include information on ease of access and navigation of the report?

Result

Tell the judges about the success of the report. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the report? Were there quantifiable results? Include feedback from both internal and external stakeholders.

Entry guide

Best online corporate newsroom
Best meeting
Most innovative financial communications

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives? What did the work need to fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
- What was the strategy?
- How did the strategy develop?
- What research was carried out and incorporated?
- What influenced the decision making?
- How did you implement the strategy?
- Did you encounter unexpected difficulties?
- How did you ensure the target audience was reached?

Innovation

If applicable, this is your opportunity to show off to the judges why your work stands out from others. Is the work innovative? If not, explain any restrictions faced with the innovation of your work. What creative aspects were incorporated?

Result

Tell the judges about the success of the work. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the work? Were there quantifiable results? Include feedback from both internal and external stakeholders.

Entry guide

Best M&A communications
Best IPO communications
Most effective crisis communications
Best use of digital media
Best management of corporate & financial media relations
Best management of investor & analyst relations
Best communication with overseas investors &/or media
Best evaluation of a communications campaign

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

Challenge

Tell the judges what you wanted to achieve. What were the objectives? What did the work need to fulfil?

Strategy/Implementation

- Explain to the judges the approach you took in order to meet your objective(s).
- What was the strategy?
- How did the strategy develop?
- What research was carried out and incorporated?
- What influenced the decision making?
- How did you implement the strategy?
- Did you encounter unexpected difficulties?
- How did you ensure the target audience were reached?
- How was the report incorporated into the company's communication output?

Innovation

This is your opportunity to show off to the judges why your work stands out from others. Is the work innovative? If not, explain any restrictions faced with the innovation of your work. What creative aspects were incorporated?

Result

Tell the judges about the success of the work. The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the work? Were there quantifiable results? Include feedback from both internal and external stakeholders.

Entry guide

Best in-house corporate and financial communications team Best IR agency or PR consultancy

For entries into this category, you will need to provide an 800-word entry statement.

Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market? Has anything happened in the past 18 months which would effect/challenge the company?

Management and leadership

- Tell the judges about the management and leadership structure of the team.
- Was there a clear leader in the team who ensured targets and deadlines were met?
- How well did the management communicate with the internal team?

Teamwork

Explain how the team worked together to meet targets. Did the team work together to create new ideas and creative ways to achieve goals? Include here information on team meetings and events.

Achievements

What has been achieved by the team in the past 18 months? Did the team meet/exceed their targets? How well did the team inform and engage stakeholders? Did you meet the stakeholder/company objectives? Were there any surprise results?