



Corporate & Financial Awards

2021

ENTRY AND INFORMATION GUIDE

The Corporate & Financial Awards is the only true benchmark of companies' communication with the City and its influencers.

Final deadline : 21 May 2021
+44 (0) 20 3950 5356

communicatemagazine.com/cfawards

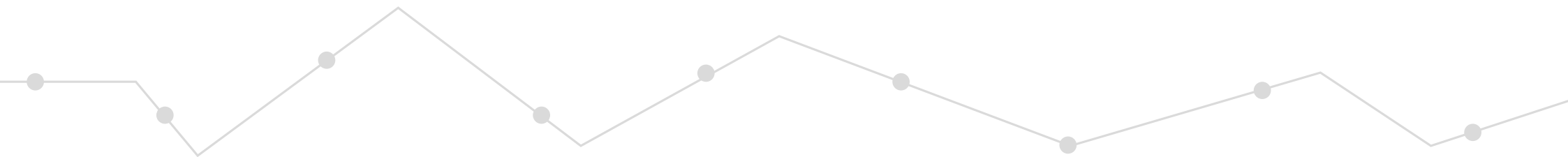
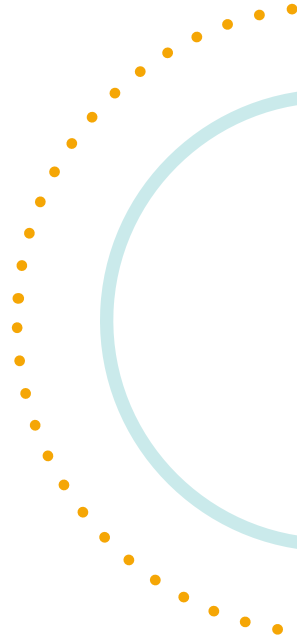
ABOUT THE AWARDS



The Corporate & Financial Awards celebrates excellence in all aspects of City communications including financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries. 2021 sees us celebrate the decade of this awards programme.

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 awards programme celebrates excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



KEY DATES

SPECIAL OFFER EARLY ENTRY DEADLINE*

22 January 2021

EARLY ENTRY DEADLINE

9 April 2021

LAST CHANCE TO SAVE**

7 May 2021

ENTRY DEADLINE

21 May 2021

LATE ENTRY DEADLINE***

4 June 2021

* Enter three entries by 22 January to receive a free thought leadership piece to run online on Communicate Magazine.

** Enter by 7 May to get the fifth entry free

*** A late entry surcharge of £125 will be applied to each entry submitted after 21 May

For more information visit the Fees and Payment section here



ENTRY FEES

£295

For the **first entry** from each organisation/submitting body

The fifth entry is free until 7 May 2021.

£195

For each **subsequent entry** from each organisation/submitting body

A late entry surcharge of £125 will be applied to each entry submitted after 21 May 2021.

£195

For any entry from or on behalf of a **charity, NGO, pressure group** or otherwise **NFP organisation**

(Please call if you think you may be eligible)

Entries will not be accepted after 4 June 2021.

All rates shown are excluding VAT.

For more information visit the Fees and Payment section here

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

TEAM

Best in-house corporate & financial communications team

Best IR agency or PR consultancy

CAMPAIGN/STRATEGY

Best M&A communications

Best IPO communications

Most effective crisis communications

Best corporate and financial communication during the Covid-19 pandemic

Best use of digital media

Best management of corporate & financial media relations

Best management of investor & analyst relations

Best communications with overseas investors and/or media

Best evaluation of a communications campaign



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 and 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.

1. 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.

2. 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.

FOR TEAM CATEGORIES ENTRIES

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.

HOW TO ENTER

3. 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

Usually, if you are entering a category with a printed report, we recommend that you post a hard copy of the report to us by the entry deadline so that we can distribute this to our judges.

However, due to the ongoing Covid-19 situation, please send a pdf of your report to **cat.price@communicatemagazine.co.uk**

When providing links and videos please ensure they do not expire as the judging will be taking place in July 2021. If necessary, please include the user name and/or passwords.

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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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?

FUNCTIONALITY AND ACCESSIBILITY

Explain the thought behind navigation & accessibility of the website.

How easy and clear is it to use the website?

Is the information easy accessible for each target group?

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.

RESULT

Tell the judges the success of the website.

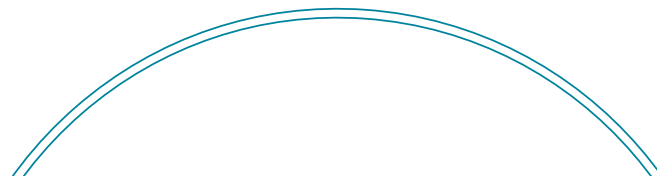
The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

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.



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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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.



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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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 the thought behind 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.

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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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?

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.

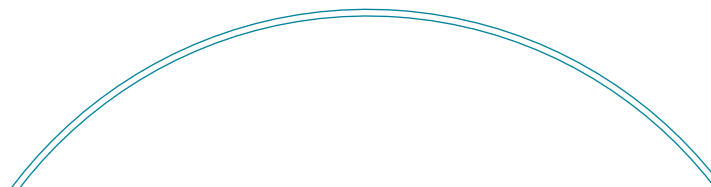
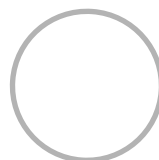
If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

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.



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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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.



Best M&A communications, Best IPO communications
Most effective crisis communications
Best corporate and financial communication during the Covid-19 pandemic
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 fulfill?

STRATEGY/IMPLEMENTATION

Explain the approach 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?

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.

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

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

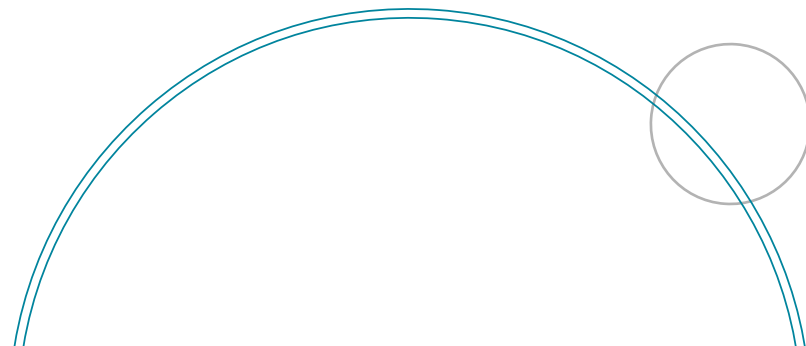
What has been achieved by the team in the past 18 months?

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?



PREVIOUS WINNERS



BURBERRY



Deloitte.

emperor

GATHER

Henry Boot



investis**digital.**



LANSONS

luminous

merchant**cantos**



**Rentokil
Initial**

radley yeldar.



supernion



virgin atlantic 

WPP

Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.

COMMUNICATE LENS AWARDS

The Communicate Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.



The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.



New for 2021
The Digital Impact Awards will honour the best corporate digital communications work in Asia.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



Feel free to contact Cat at cat.price@communicatemagazine.co.uk or call +44 (0) 20 3950 5356 for any more information or help with your entry.

**Corporate
& Financial
Awards**
2021