



Corporate & Financial Awards

2022

ENTRY GUIDE

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

Entry deadline: 1 July 2022

communicatemagazine.com/cfawards

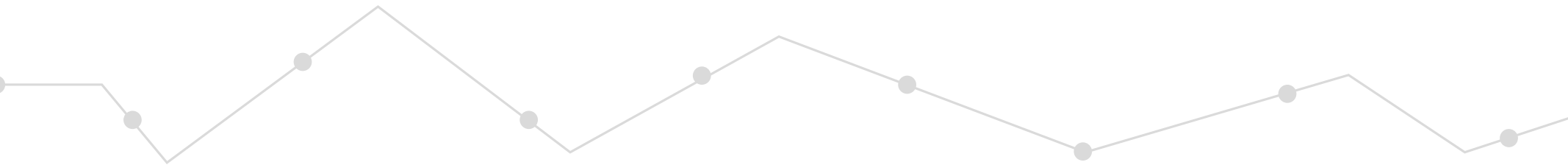
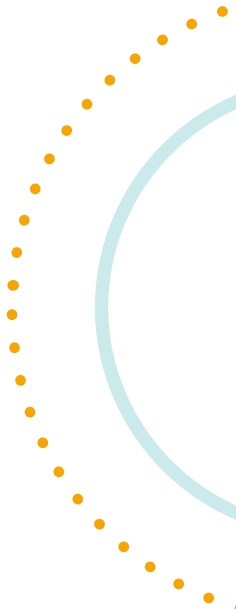
ABOUT THE AWARDS



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. 2022 sees us celebrate 11 years of this prestigious 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 the 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

SUPER EARLY ENTRY DEADLINE*

25 February 2022

EARLY ENTRY DEADLINE**

20 May 2022

LAST CHANCE TO SAVE***

17 June 2022

ENTRY DEADLINE

1 July 2022

LATE DEADLINE****

15 July 2022


* Enter three entries by 25 February to receive the opportunity to write a thought leadership piece to run on *communicatemagazine.com*

**Enter before 20 May to receive £100 off your total entry cost. In addition to this, if you enter four you'll get the fifth free.

*** Enter by 17 June to get the fifth entry free.

****Entries submitted after 1 July will be subject to a £125 late fee. Entries will not be accepted after 15 July.

For more information visit the **Fees and payment section here**



ENTRY FEES

£295

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

The fifth entry is free until 17 June 2022.

£195

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

A late entry surcharge of £125 will be applied to each entry submitted after 1 July 2022.

£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 15 July 2022.

All rates shown are excluding VAT.

For more information visit the Fees and payment section here



CATEGORIES

WEBSITE

Best corporate website

- Best corporate website - FTSE 100
- Best corporate website - FTSE 250
- Best corporate website - AIM
- Best corporate website - Small cap
- Best corporate website - International
- Best corporate website - Unlisted

COMMUNICATIONS

- Best M&A communications
- Best IPO communications
- Most effective crisis communications
- Best communication with overseas investors &/or media
- Best use of digital media
- Most innovative financial communications
- Best corporate and financial communication during the Covid-19 pandemic

CREATIVITY

- Best cover
- Best copy style and/or tone of voice

REPORTING

Printed

- Best printed report - FTSE 100
- Best printed report - FTSE 250
- Best printed report - AIM
- Best printed report - Small cap
- Best printed report - International
- Best printed report - Unlisted

Online

- Best online report - FTSE 100
- Best online report - FTSE 250
- Best online report - AIM
- Best online report - Small cap
- Best online report - International
- Best online report - Unlisted

Best CSR or ESG report

- Best printed CSR or ESG report
- Best online CSR or ESG report
- Best diversity & inclusion reporting
- Best integrated report

STAKEHOLDER RELATIONS MANAGEMENT

- Best management of corporate & financial media relations
- Best management of investor & analyst relations
- Best event

TEAM

Best in-house corporate & financial communications team

Best IR agency or PR consultancy

This category is split into small and large. Small agencies qualify if they have less than 100 employees. Large agencies are over 100 employees.

ANNUAL REPORT OF THE YEAR

This category cannot be entered and the winner will be announced on the night.

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 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.

Contact Michelle at michelle.manton@communicatemagazine.co.uk or call **+44 (0) 20 3950 5356** for any more information or help with your entry.



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 printed report categories, suggested materials include:

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

If you are entering a printed report category, we recommend that you post a hard copy of the report to us by 15 July 2022, so that we can distribute it to our judges at the judging sessions.

Please send your report to:
Michelle Manton, Communicate magazine
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 July 2021. If necessary, please include the user name and/or passwords.

Contact Michelle at michelle.manton@communicatemagazine.co.uk
or call **+44 (0) 20 3950 5356** for any more information or help with your entry.

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 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?

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 easily 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? Include feedback from internal and/or 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 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 internal and/or external stakeholders.



ENTRY GUIDE

REPORTING

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.

What was the outcome?

Were there any expected outcomes?

How effective was the report?

Were there quantifiable results? Include feedback from internal and/or external stakeholders.

Best CSR or ESG report

- Best printed CSR or ESG report - Best online CSR or 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.

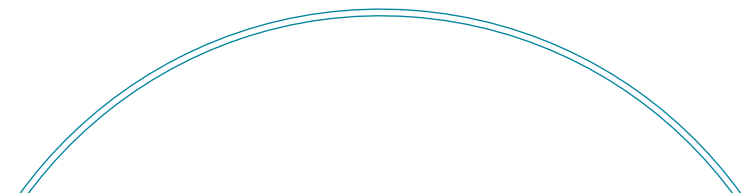
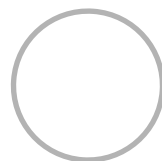
If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any expected outcomes?

How effective was the report?

Were there quantifiable results? Include feedback from internal and/or external stakeholders.



Best diversity & inclusion reporting Best integrated 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 internal and/or external stakeholders.

ENTRY GUIDE

Best M&A communications

Best IPO communications

Most effective crisis communications

Best communication with overseas investors &/or media

Best use of digital media

Most innovative financial communications

Best corporate and financial communication during the Covid-19 pandemic

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 internal and/or external stakeholders.

ENTRY GUIDE

Best cover

Best copy style and/or tone of voice

CONTEXT

This is your chance to provide some background information.

What is the organisation?

How does it fit into its sector?

CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives of the report?

Had the cover or the copy helped meet challenges in the past?

Were there particular messages that needed to be communicated this year?

STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy underpinning the creative route?

Were there strategic reasons behind a particular aspect of the design route taken?

CREATIVITY

This is your opportunity to show off to the judges how your work stands out from others.

Does the cover make an instant visual impact?

If there was a rationale behind the specific use of design, photography or illustration, this is your opportunity to explain it.

Does the copy create a new narrative in which the organisation is framed?

Does the cover or content need to appeal to different audiences? If so, how is this achieved.

How does the cover or content fit in with the overall brand positioning?

Has the tone of voice or look and feel of the report influenced other communications? Has it been consistent or set new styles within the organisation.

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 internal and/or external stakeholders.

ENTRY GUIDE

STAKEHOLDER RELATIONS MANAGEMENT

Best management of corporate & financial media relations

Best management of investor & analyst relations

Best event

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 internal and/or external stakeholders.



ENTRY GUIDE

Best in-house corporate & 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 affect/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

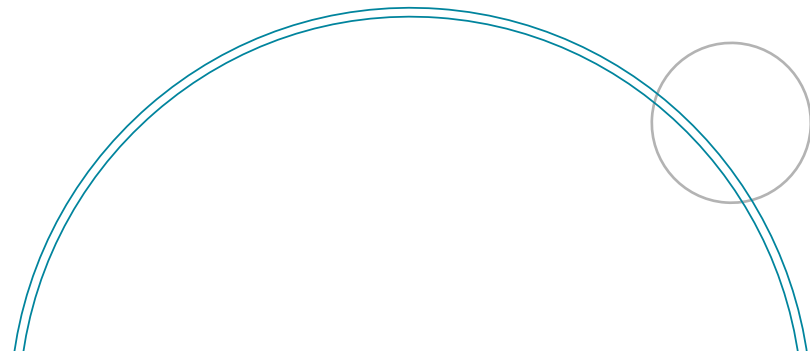
What has been achieved by the team in the past 18 months?

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



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.



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.



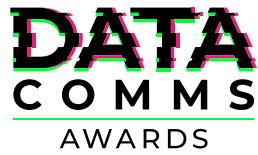
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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 DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



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



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



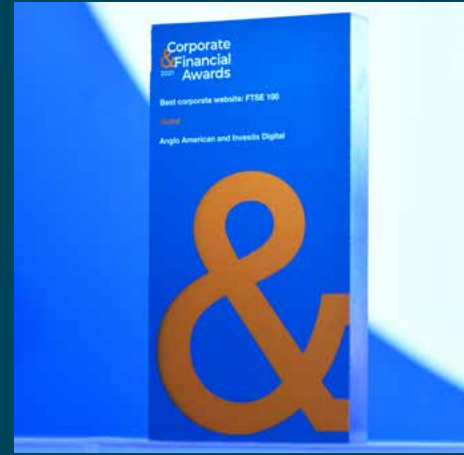
The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



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



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



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