**2020 – Best IR relating to a corporate transaction**

***Categories:*** *FTSE100, FTSE250, Small Cap & AIM, and International*

**IR Principles**

Please note that for all awards categories, companies need to emphasise how you have successfully addressed the following IR principles:

* Having an equity story and investment case that are clearly communicated across all stakeholders and deliver long-term value creation
* Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares
* Meeting or exceeding all regulatory requirements around disclosure and focusing on greater transparency of information both internally and externally

**Award Description**

For this award we are looking for evidence of effective and successful investor relations activity relating to a corporate transaction.

A transaction will be defined as one of the following:

* IPO
* Merger
* Significant sale or acquisition of a business
* Rights issue
* Defence

Overall, judges will be looking for evidence of the effective and successful investor relations activity. In addition to the entry statement, entrants should include supporting materials where they feel they support their entry.

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| **Some basic supporting materials, but are not limited to:** |
| Initial transaction press release and/or presentation (where relevant) |
| Reference to any other relevant communications, across all channels |
| Sell-side coverage commenting specifically on the transaction |
| Relevant financial media coverage |
| Evidence of other relevant stakeholder feedback (particularly buy-side) - specific feedback can obviously be redacted |

**AWARD CRITERIA**

**Introduction**

We have simplified our award submission process this year by moving from an essay format to a Q&A format. Please provide concise but insightful answers to all questions below, keeping in mind the IR principles and individual awards description, and paying particular attention to what the judges are looking for. It would be helpful if you could highlight innovations, what you have done differently and most importantly any evidence of success.

**Overview**

1. What transaction took place, and what was the transaction’s role in your overall business strategy/capital allocation plans? Your explanation should describe the wider context, demonstrating how your rationale for capital deployment was integrated into your overall strategy messaging.

**Strategy & Approach**

1. How did you ascertain relevant stakeholders’ views and expectations in advance of the transaction (where possible)? Please elaborate on what was done to seek and understand the perceptions and concerns of shareholders and other important stakeholders (internal and external).
2. Where it was not something that was expected by the markets or external stakeholders, how did you ensure that analysts/investors were on board and comfortable with the transaction post announcement?
3. How did you ensure the consistency of your communications plan? Please detail:
   1. Who you communicated with (Board of Directors, management team, shareholders, employees, customers, regulators, others…)?
   2. How you communicated with them, and how did you ensure that the external corporate message was consistent across the different parties involved throughout the transaction?
   3. How regular was the communication (pre/during/post transaction)?
4. What contingency plans did you have in place?
5. Disclosure & Transparency
   1. What guidance did you provide on what investors should expect?
   2. What rationale did you provide?
6. Measuring success during transaction
   1. What were the metrics used to measure success during the transaction?
   2. How did you decide on them?
   3. How often did you provide updates on these metrics?
7. Thinking of logistics, please indicate if you used any of the below communication mechanisms:

Press Release

Conference Call

Individual calls

Internal Communications

Webcast

Investor event

Other (please specify):

1. Integration plans
   1. Please provide evidence of your integration plans
   2. Please provide the timeline associated with these plans
   3. How did you ensure consistency between post integration communications with the original disclosure on the transaction?

**Outcomes**

1. Please evidence how you measured the overall success of the transaction.
2. Please evidence how you measured the impact of IR’s role in communicating/ensuring understanding of the transaction.

*Provide any hardcopies or links to relevant material to support your submission.*