**2021 – Best Innovation in IR**

***Categories:*** *Small-, Mid-, and Large-cap Listed Companies*

**IR Principles**

Please note that for all awards categories, companies need to emphasise how they 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**

Investor relations can sometimes be viewed as quite archaic in terms of its processes. Things are done a certain way simply because they have always been done that way. March last year saw a shock to the system like never before, personally and professionally. Covid turned our worlds upside down and we had to adapt and adapt quickly…as Plato wrote “our need will be the real creator”.

With this category, the Society is seeking examples of innovation, transformation, and modernisation which have taken place over the last 12-18 months.

The objective of this Award is to recognise and encourage continuous development and improvement in our industry. Whilst there can only be one winner in each category, all those that enter will demonstrate a commitment to driving the importance, efficiency and effectiveness of the profession, and in turn hopefully attract a new generation of diverse talent.

**AWARD CRITERIA**

In sharing your example of innovation, please provide as much detail as you can on each of the following stages:

* Discovery – what triggered the idea, was it a problem to be solved or an opportunity to be captured?
* Evaluation – what research was completed to facilitate the development of the idea and test its feasibility, how and who was it discussed with, how was it tested and how was it evaluated (internally and externally)?
* Execution - provide an indication of the time, money, process and resources involved to make the innovation happen.
* Effectiveness – provide an indication of how the effectiveness of the innovation was/is being assessed.

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| The list below includes, but is not limited to, areas that could be highlighted: |
| External communications and engagement   * Website design/navigation/user experience * Reporting (annual report, sustainability report, strategic report) * Access to company information * Capital markets events * Engagement/access |
| Internal development and processes   * Building the profile of IR with the Board * Collaboration with other departments - strategy, sustainability, co sec, finance, etc. * Team development/skillset |
| Insight and Intelligence   * Development of metrics to assist with valuation * Use of market intelligence * Investor targeting * Guidance |
| Technology   * Adoption of new technology (internally or externally) * Back end/front end IR programme improvements |

*Provide any links to relevant material to support your submission and evidence success.*

*Please note Small-cap, Mid-cap and Large-cap criteria will be comparable to FTSE 100, 250 and Small-cap/AIM market cap sizes as at March 30, 2021.*