



Corporate & Financial Awards

2024

ENTRY GUIDE

Entry deadline 28 June 2024

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ABOUT THE AWARDS

The Corporate & Financial Awards celebrate excellence in all aspects of City communications. Corporate communications have 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. 2024 sees us celebrate 13 years of this prestigious awards programme.

The Corporate & Financial Awards is the only true benchmark of companies' communications with the City and those who influence the City. The awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

For companies trying to reach investors, analysts, consultants in the investment community, financial journalists and their peers, corporate reporting is the primary means of communications. The Corporate & Financial Awards recognise excellence in this area and in all aspects of corporate communications with these stakeholder groups.



WHY ENTER

RECEIVE EXTERNAL RECOGNITION

Leading experts in investor relations and corporate communications will decide winners through a scrupulous judging process. Entering is a great chance to reinforce your corporate reputation

DEMONSTRATE THE HARD WORK OF YOUR INTERNAL TEAMS

Celebrate the people in your company committed to delivering outstanding corporate reports and investor relations work. Applaud those setting the standard for excellence

ACKNOWLEDGE THE AREAS YOU COULD IMPROVE

Entering the awards is an opportunity to recognise the communications strategies that you could work on in the future



KEY DATES



Early entry deadline*

17 May 2024

Entry deadline

28 June 2024

Late entry deadline**

12 July 2024

* Magazine subscribers: Enter by 17 May 2024 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine [here](#) to take advantage of this exclusive rate

Non magazine subscribers: Enter by 17 May 2024 to receive £100 off your total entry cost

**A late entry charge of £125 will be applied to each entry submitted after 28 June 2024. No entries will be accepted after 12 July 2024

All rates shown are excluding VAT

communicatemagazine.com/cfawards

FEEES



£345 for the first entry from each organisation or submitting body

£245 for each subsequent entry from each organisation or submitting body

£245 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

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

CREATIVITY

Best cover
Best use of copy style 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 and inclusion reporting
Best integrated report

STAKEHOLDER RELATIONS MANAGEMENT

Best management of corporate and financial media relations
Best management of investor and analyst relations
Best event

TEAM

In-house corporate and financial communications team

Agency or consultancy of the year

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

GRAND ACCOLADE

Annual report of the year

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. The best entries detail SMART 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)**.



WRITING YOUR ENTRY

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 9

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 17

Contact Sophia at sophia.richards@communicatemagazine.co.uk or call +44 (0) 20 3950 5356 for more information or help with your entry

3. SUPPORTING MATERIALS

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

Suggested materials include:

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

For the website categories, suggested materials include:

- Before and after imagery
- Screenshots of the website
- Video explaining navigation (no more than two minutes long)
- Internal feedback
- External feedback

For the printed report categories, suggested materials include:

- Screenshots of the report
- Internal feedback
- External feedback

If you are entering a printed report category, we recommend to post a hard copy of the report by 12 July 2024, so that it can be distributed to our judges at the judging sessions. Please send your report to:

*Lauren Ditcher, Communicate magazine
Unit 7K, 26-32 Voltaire Road, London SW4 6DH*

Note: When providing links and videos please ensure they do not expire as the judging will be taking place in August and September 2024. If necessary, please include the username and/or passwords.

WRITING YOUR ENTRY

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 and navigate through 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.

RESULTS

Tell the judges the success of the website, reflecting on how the initial objectives were met

The results do not have to be quantitative but they need to reflect how the initial objectives were met.

Were there quantifiable results? Include feedback from internal and/or external stakeholders. If there weren't any quantifiable results then include projections and initial reactions to the work.

What was the outcome?

Were there any unexpected outcomes?

How effective was the website?

WRITING YOUR ENTRY

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?

Is the organisation's story told well?

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

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.

RESULTS

Tell the judges about the success of the report, reflecting on how the initial objectives were met

The results do not have to be quantitative but they need to reflect how the initial objectives were met.

Were there quantifiable results? Include feedback from internal and/or external stakeholders. If there weren't any quantifiable results then include projections and initial reactions to the work.

What was the outcome?

Were there any unexpected outcomes?

How effective was the report?

What was the investors/target audience reaction.

Are you leading the way in your sector?

What were you proud of?

WRITING YOUR ENTRY

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 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

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 and read the online report?

Is the information easily accessible for each target group?

RESULTS

Tell the judges about the success of the report, reflecting on how the initial objectives were met

The results do not have to be quantitative but they need to reflect how the initial objectives were met.

Were there quantifiable results? Include feedback from internal and/or external stakeholders. If there weren't any quantifiable results then include projections and initial reactions to the work.

What was the outcome?

Were there any unexpected outcomes?

How effective was the report? Highlight relevant metrics such as views, dwell time, downloads etc

WRITING YOUR ENTRY

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 were 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.

FUNCTIONALITY AND ACCESSIBILITY (ONLINE ONLY)

Explain the thought behind navigation and accessibility of the online report

How easy and clear is it to use and read the online report?

Is the information easily accessible for each target group?

RESULTS

Tell the judges about the success of the report, reflecting on how the initial objectives were met

The results do not have to be quantitative but they need to reflect how the initial objectives were met.

Were there quantifiable results? Include feedback from internal and/or external stakeholders. If there weren't any quantifiable results then include projections and initial reactions to the work.

Do the KPIs and metrics relate back to your goal/objectives? Share details with the judges, if so.

What was the outcome? Were there any unexpected outcomes?

How effective was the report?

WRITING YOUR ENTRY

Best diversity and 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 includes the annual report, 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 were 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.

RESULTS

Tell the judges about the success of the report, reflecting on how the initial objectives were met

The results do not have to be quantitative but they need to reflect how the initial objectives were met.

Were there quantifiable results? Include feedback from internal and/or external stakeholders. If there weren't any quantifiable results then include projections and initial reactions to the work.

What was the outcome?

Were there any unexpected outcomes?

How effective was the report?

WRITING YOUR ENTRY

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

These are areas for consideration and you may find not all guidance points are relevant to categories of your choice.

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?

RESULTS

Tell the judges about the success of the work

The results do not have to be quantitative but they need 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 (including investors).

WRITING YOUR ENTRY

Best cover

Best use of copy style 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 and cover?

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?

Does it relay key messages clearly?

RESULTS

Tell the judges about the success of the report

The results do not have to be quantitative but they need 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 (including investors).

WRITING YOUR ENTRY

Best management of corporate and financial media relations

Best management of investor and 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 were 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?

RESULTS

Tell the judges about the success of the work

The results do not have to be quantitative but they need 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 (including investors).

WRITING YOUR ENTRY

In-house corporate and financial communications team Agency or consultancy of the year

For entries into this category, you will need to provide a 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?

FAQs

WHO CAN ENTER?

The Corporate & Financial Awards is open to organisations as well as their agencies, across the private, public and not-for-profit sectors. We accept entries from companies that operate across the globe, as long as the client/agency is based within Europe, target audience is within this region or if the work was implemented across the region.

WHAT IS THE TIME FRAME FOR ELIGIBLE WORK? CAN I ENTER WORK FROM LAST YEAR?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the *Eligibility and rules* section on the Corporate & Financial Awards website for more details and specific dates.

CAN I ENTER MORE THAN ONE CATEGORY? IF SO, DO I NEED TO SUBMIT MORE THAN ONE PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted and the entry fee applies to each one. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'M NOT SURE WHICH CATEGORY TO ENTER. HOW SHALL I DECIDE?

If you are struggling to categorise your project, please email Sophia at sophia.richards@communicatemagazine.co.uk

HOW CAN I ENSURE THAT BUDGETS DISCLOSED ON THE ENTRY WILL REMAIN CONFIDENTIAL?

Don't worry – as long as you clearly mark the entry, where relevant, letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

IS IT OK IF THE WORD COUNT IS EXCEEDED?

The word count is set as a guide and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach is advised to ensure your entry stands out.

HOW SHOULD I INCLUDE MY SUPPORTING MATERIALS?

All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the **10MB limit**. Besides the supporting materials included within your PDF entry, no other separate materials are required.

FAQs

ON THE 'ENTER NOW' SECTION OF THE WEBSITE, WHAT IS THE DIFFERENCE BETWEEN THE FIELDS 'COMPANY' AND 'ENTERING COMPANY?'

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

CAN PREVIOUS ENTRIES BE SENT TO POTENTIAL ENTRANTS?

As per our rules section on the Corporate & Financial Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

IS THERE A COST TO ENTER?

Yes. Rates are available on the *Fees and payments* page on the Corporate & Financial Awards website. There are also discount rates available for charities, subscribers and for those who enter by the early entry deadline.

WHY WON'T MY ENTRY SEND?

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

HOW DO I PAY FOR MY ENTRIES?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 or our team can explain other payment options.

WANT TO ENTER MORE ENTRIES AT A LATER DATE, HOW DO I GET THE REDUCED ENTRY COST?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

CAN'T FIND THE ANSWER TO YOUR QUESTION?

Please contact Sophia at sophia.richards@communicatemagazine.co.uk or call our office on +44 (0)20 3950 5356.

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.



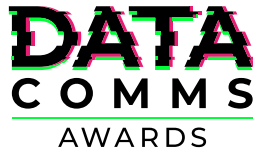
The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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



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.



**ENTER
NOW**

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Good luck!