**2024 - Best Corporate Website**

***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 integrated equity story and investment case that is clearly communicated across all stakeholders setting out the company’s approach to long-term value creation
* Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and consistency to enable their fair assessment of the growth and value drivers of the company
* Meeting or exceeding regulatory requirements around disclosure and focusing on greater transparency of information on material risks, challenges, progress and milestones both internally and externally.

**Award Description**

A company’s website should be the definitive source of information for investors and this award will honour those companies which go the extra mile in meeting the many different needs of the global financial community.

The design, usability, functionality, accessibility and above all else, the content of the website and related materials will be the main areas of focus for the judges. They will assess how well the company uses the digital medium to communicate:

* The market dynamics and drivers of the main industries in which it operates
* An integrated investment case, which is clearly underpinned by the company’s value creation model, strategy and KPIs
* Company purpose/vision, values and how its leaders exemplify these in action
* An integrated approach to ESG
* Its ongoing performance, both through financial calendar reporting and in how it shows strategy in action across the year
* Any additional information provided which enhances an investor/analyst’s understanding of the company, its performance and future prospects

Entrants will be expected to explain how they have adapted content – for example from the annual report or investor presentations - to take advantage of the opportunities, as well as to address the challenges, of the digital medium. They should also highlight content and features which have been conceived with a ‘website-first’ approach. These may include: virtual events; video and animated content; data visualisation or analysis tools; ‘self-serve’ functionality which helps users find and export key data or documents.

The judges will want to understand how you measure the performance of your corporate website to engage with investors and how you seek their feedback to improve your digital communications with them. Consideration will also be given to how the company uses social media channels in conjunction with the website in order to engage with investors.

**AWARD CRITERIA**

**Introduction**

Please provide in 800 words or less a concise but insightful description of how your corporate website meets best practice, keeping in mind the IR principles and the individual awards description. We have provided considerations that the judges will be looking for below. Please don’t forget to provide context, highlight what you have done differently and, most importantly, any evidence of success for the judges. Good luck!

**Considerations for your entry**

**Overview**

Demonstrate the key communication objectives for your corporate website this year and how have they been achieved.

Explain how your corporate website fits into your IR engagement strategy, and how you ensure your communications are consistent across all digital channels.

Highlight any areas where you have gone the extra mile in trying to serve the communication needs of the financial community.

**Strategy & Approach**

Demonstrate how your corporate website articulates your organisation’s purpose, values and culture, and how you create long-term value, in a concise and holistic way.

What methods or tools do you use to measure the effectiveness of your corporate website, and how do you use investor feedback and analytics to develop and improve your digital communications strategy and overall IR programme

**Outcomes**

Evidence the positive impact of your corporate website on your IR programme, and describe some of the key developments/improvements in your corporate website compared with the previous year. Where possible include any data from analytics on the site.

*(Max. 800 words:)*

*Alongside your submission, please include any relevant links to website pages to support your entry, indicating where key information is covered/can be found.*

*Please note Small-cap, Mid-cap and Large-cap criteria will be comparable to FTSE 100, 250 and Small-cap sizes as at 31 March, 2024.*