**2021 – Best IR Communications and Engagement Programme**

***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**

For this award we are looking for effective and successful implementation of an investor relations communications and engagement programme, that both reflects and supports the strategy and goals for the business.

The IR strategy should include and be supported by the following elements:

* An appropriate reporting calendar
* Presentation and statement to reflect strategy and performance
* Monitoring and management of company forecasts and analyst estimates
* Investor engagement through roadshows, site visits, divisional updates, product launches, etc.
* A website that gives a clear and concise picture of the company while also providing a forum for regulatory information.

Overall, judges will be looking for evidence of an effective and successful investor relations communications and engagement programme. In addition to the entry statement, entrants should include materials to support their entry and data that evidences this activity.

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| **Best IR Communications and Engagement Programme will focus on, but not be limited to, the following:** |
| Roadshows and investor meetings | Investor factsheets |
| Investor presentations | Capital markets days |
| Corporate websites | Site visits |
| Use of video | Other supporting investor materials /data  |

**AWARD CRITERIA**

**Introduction**

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 are the key objectives for your company IR communications and engagement programme, and how do these align with and support the company’s strategy and goals?

**Strategy & Approach**

1. What are the principal elements of your IR communications and engagement programme, and how do they support your strategy for communicating with investors and other key stakeholders?
2. What channels do you use, and how do you achieve consistency of activities and communications across these channels (E.g. annual report, website, capital market days, presentations, site visits)?
3. How does investor feedback influence the communication of your investment proposition?
4. How do you work with other stakeholders within the company to achieve your objectives (e.g. Board, executive committee, strategy, finance, sustainability, comms)?

 **Outcomes**

1. Please evidence how you measure the effectiveness of your IR communications and engagement programme? This could be supported by quantifiable or anecdotal evidence, demonstrating the success of your strategy in achieving the initial objectives. For example, have you seen an increase in investor engagement interest, sell-side coverage, media coverage, new investors entering the register, or a change in investor feedback?

*Alongside your submission, please include a hard copy of any material or link to any relevant material to support your entry.*

*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.*