

2022 – 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 the company's long-term value creation
- Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and regularity 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

Investor relations is a complex, multi-dimensional role, with many demands from a wide range of stakeholders. These stakeholder groups and the context to the IR profession, the capital markets, are constantly evolving. This requires investor relations professionals to be adaptive, agile and creative, looking at how potentially long-established processes can be improved, either to resolve a challenge or to deliver a better outcome.

With this category, the Society is seeking examples of innovation and / or transformation which have taken place over the last 12 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, enable it to reach new stakeholders 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:

- Origination – what triggered the idea, was it a problem to be solved or an opportunity to be captured?

- Execution - provide an indication of the time, money, process and resources involved to make the innovation happen. If additional budget was required, indicate how you persuaded senior stakeholders to invest.
- Effectiveness – provide an indication of the outcome and how the effectiveness of the innovation was/is being assessed.

The list below includes, but is not limited to, areas that could be highlighted:

Communicating and educating on the investment case or specific company message

Communications and media

- Reporting (annual report, sustainability report, strategic report)
- Access to company information
- Website design/navigation/user experience
- Digital media and news flow dissemination

Capital markets

- Capital markets events
- Corporate access and investor engagement
- Sell-side interaction
- Transactional-based or event-driven market engagement

Internal development and processes

- Building the profile of IR with the Board or key internal stakeholders
- Collaboration with other departments - strategy, sustainability, co sec, finance, etc.
- IR team structure, staffing, functions
- Enhancing skills and technical development of IR team

Insight and Intelligence

- Development of metrics to assist with valuation
- Access to and use of market intelligence – share price, trading, feedback, corporate brokers
- Investor identification and targeting
- Consensus management
- Guidance

Technology

- Adoption of new technology (internally or externally)
- Back end/front end technology 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 31 March, 2022.