**2024 – 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 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 communication on material risks, challenges, progress and milestones both internally and externally.

**Award Description**

Investor relations is a complex, multi-dimensional and frequently solitary 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 established processes can be improved, either to resolve a challenge or to deliver a better outcome.

With this category, the Society is seeking specific examples of innovation and / or transformation which have taken place over the last 12 months. This might include (but is not limited to) the use of new resources such as AI and digital communications; pioneering out-reach techniques; or novel formats for meetings, events and reports.

The judges recognise that the use of AI may not be visible as a direct output of a company's IR programme. In this context companies may therefore wish to provide an account of innovative uses of AI which relate to a range of IR tasks and processes, as opposed to a single innovation.

The objective of this Award is to recognise and to encourage continuous evolution and improvement in our industry. Whilst there can only be one ultimate winner in each category, the IR Society will look to cite a greater number of nominations in this category, both at the Awards Dinner and beyond. All of those that enter will have demonstrated an example of innovation relative to their previous practice. They will be committed to driving the importance, efficiency and effectiveness of the profession, enabling 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 details 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.
* Evaluation – provide an indication of the outcome and how the effectiveness of the innovation was/is being assessed and whether it has become established practice.

Submissions should be no more than 800 words and supporting information can include both quantitative and/or qualitative information.

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| Considerations for your entry could include, but are not limited to: |
| 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/social media or news flow dissemination   Capital markets   * Financial results or capital markets events * Corporate access and investor engagement * Sell-side/buy-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 * Consideration of AI and the innovation it can bring in the IR space. |

*(Max. 800 words:)*

*Please provide any links to relevant material to support your submission and evidence the example and its success.*

*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.*