

## 2025 – 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 and often solitary role, facing demands from diverse and evolving internal and external stakeholder groups. This dynamic environment requires professionals to be adaptive, agile, and creative, looking for ways to enhance established processes to address challenges and improve outcomes.

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 and strategic IR tools; pioneering out-reach techniques; or novel formats for meetings, events, reports and stakeholder management and targeting.

The judges are keen to see evidence of impact, whether measurable or anecdotal, that enables judgement of how innovation is positively impacting either processes, perceptions or outcomes, and ultimately better IR practice.

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.

This can demonstrate how AI enhances outcomes, improves resource allocation, and fosters better efficiencies as well as maximising time to focus on more strategic activities.



The objective of this Award is to recognise and encourage continuous industry improvement. While each category has only one winner, the IR Society will highlight more nominations at the Awards Dinner and afterwards. All entrants will have demonstrated innovation beyond their previous practices, showing commitment to enhancing the profession's importance, efficiency and effectiveness, helping it reach new stakeholders and attract diverse talent.

## AWARD CRITERIA

In sharing your example of innovation, please provide details on each of the following stages:

- Succinct summary describing the innovation
- 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 800 words or less and supporting information can include both quantitative and/or qualitative information.

## Considerations for your entry may include:

### Communicating and educating on the investment case or specific company message

#### Communications and media

- Reporting & Collateral (annual report, sustainability report, strategic report, fact book, presentation)
- Access to and distribution/repurposing of 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 specific 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 and professional development of IR team

#### Insight and Intelligence

- Development of performance review framework to assist with fair assessment of IR
- Access to and use of market intelligence – share price, trading, feedback, corporate brokers
- Investor sentiment and feedback to drive enhanced market engagement
- 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 Large-cap, Mid-cap and Small-cap criteria will be comparable to FTSE 100, 250 and Small-cap sizes as at 31 March, 2025.*

