



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

*Welcome*

---



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

*Thanks to WorkCast for hosting our event:*



*Thanks to our 2014 Event Programme Sponsor:*





*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

**John Gollifer**  
**General Manager – IR Society**

---



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

**AGENDA**

- 12:30     **John Gollifer**, General Manager, The IR Society
- 12:35     **Sallie Pilot**, Chair of the IR Society Best Practice Committee and  
Director of Research and Strategy, Black Sun
- 12:50     **John Gollifer**, General Manager, The IR Society
- 13:05     **Matthew Springett**, Director of IR, TelecityGroup
- 13:15     Q&A
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Purpose of Best Practice Awards**

- Support implementation of best practice IR
- Recognise those companies which have achieved successful results and gained the support of the investment community for their strong understanding of and proactive efforts to promote investor relations communications



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

---

### **BIOGRAPHIES**

#### **Sallie Pilot, Chair of the Best Practice Committee Director of Research & Strategy - Black Sun**

Since joining Black Sun 15 years ago, Sallie has been instrumental in developing and running Black Sun's research programme, and providing strategic corporate communications consultancy projects for a range of international clients. Sallie is committed to ongoing research on enhanced narrative reporting and monitors the FTSE 100 and other global comparators in the pursuit of best practice communications, ensuring that all of our recommendations are practical, intelligent and well grounded.

Sallie is an affiliated member of the ICSA, a member of the Financial Reporting Lab steering group, and is a recognised commentator in corporate reporting, responsible for publishing a wide range of industry recognised research reports. Prior to working at Black Sun, Sallie worked in marketing and communications at a Canadian Investment Bank. She has an Honours Business Degree from the University of Western Ontario in Canada, as well as a Master of Arts Degree in Design Studies from Central Saint Martin's School of Art and Design.

---



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

**BIOGRAPHIES**

**Matthew Springett, Director of IR, TelecityGroup**

Matthew Springett is responsible for managing TelecityGroup's relationships with investors and analysts. Matthew joined TelecityGroup in 2008, having previously worked in investor relations at Gallaher Group and as an analyst at Merrill Lynch and Citi. Matthew holds an MA in International Political Economy from the University of Warwick.



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

**Sallie Pilot**  
**Chair - IR Society Best Practice**  
**Committee**

---





*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

## **Aim of Best Practice Committee**

- Educate all market participants about the importance of IR
  - Encourage dialogue
  - Support the implementation of best practice IR
-



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

## **2014 Best Practice Committee Initiatives**

- New committee comprising a broad cross-section of companies and industry players/service providers
  - Undertaken comprehensive review of the BPA, including award categories, guidance and check lists
  - Revised the award categories and guidance to address market and technology-led changes, resulting in a need for faster, clearer and more dynamic investor communications
  - Addressed changes in corporate reporting and use of new media
  - Evolution of self-entry form to encourage a more bespoke approach by companies based on a framework of common IR principles and objectives
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Evolving world of IR**

- IR world is evolving, and we aim to match it to be faster, clearer and more dynamic
- Continuing on the trajectory of Best Practice, and creating and continuing a truly meaningful Awards which rewards those companies that utilised all methods of communications effectively



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

---

### **Broad spectrum of views with new Committee**

- Holly Birch - Head of Investor Relations - The Go-Ahead Group
  - Richard Carpenter - Managing Partner - MerchantCantos
  - Robert Dann - Head of Membership & Marketing - The IR Society
  - John Dawson - Director of IR - National Grid
  - Rebecca Ford - Senior Consultant - Addison Group
  - John Gollifer - General Manager - The IR Society
  - Peter Kemp - Managing Director - global3digital
  - Claire Lavery - Vice President - Rivel Research Group
  - Leon Milligan - Corporate Reporting Consultant - Emperor
  - Sallie Pilot – Director of Research and Strategy – Black Sun
  - Thomas Rosenmayr - Co-Founder and Managing Director - Nexxar
  - Susanne Seibel – Independent
  - Matthew Springett - Director of Investor Relations - TelecityGroup
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

## **IR principles**

- Having an equity story and investment case that is clearly communicated
- 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



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

---

### **Evolution of the Awards**

- Thorough review of the awards, categories and nomination and voting processes
- Streamlining of awards categories to create fewer but more encompassing awards
- Address changes in corporate reporting and regulatory push to make things clearer, simpler and more joined up
- Also updated to reflect how much digital communications has moved on and changed the way corporates communicate
- Broadening the reach of who the Awards are targeted at
- Evolution of the self entry form to encourage companies to evidence how their communications are meaningful and relevant



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

---

## **Evolution of both Self-entry and Voted awards categories**

### Self-entry Awards

- Best Annual Report
- Most effective sustainability communications for investors and shareholders
- Best digital reporting
- Best use of digital communications
- Most effective communications of overall investment proposition

### Voted Awards

- Best newcomer to IR (individual)
  - Best investor relations officer (individual)
  - Best overall company IR (company)
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Extending the categories**

- Recognise diverse range of companies looking to the UK for excellence in investor relations
- We are looking for best practice in investor communications across all companies to promote UK as a leader in best practice communications
- Aim to be relevant for a broader reach of companies for self entry:
  - FTSE100
  - FTSE250
  - Small Cap & AIM
  - International





*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Self-entry Award Best Annual Report**

- Evidence of an innovative and effective report which plays an integral part in the communication of the equity strategy and investment case
- Provides insight into the company's main objectives and strategies and the principal risks it faces and how they might affect future prospects

### Top tips:

- Strategy, management and positioning
  - Communications of activity and performance
  - Communications strategy, design and tactical delivery
  - Meeting of disclosure requirements
-



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

---

## **Self-entry Award**

### **Most effective sustainability communications**

- Looking for evidence of a continued and successful communications of a sustainability strategy, which clearly supports the investment proposition by addressing key issues, growth and value drivers, giving due prominence to challenges as well as successes
- Particular attention will be paid to how a company evidences that they have integrated sustainability into their operations and strategy through reports, websites, presentations and any other relevant communications

#### **Top tips:**

- Strategy, management and positioning
  - Communications of sustainability activity and performance
  - Communications of strategy, design and tactical delivery
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Self-entry Award Best Digital Reporting**

- Entries to clearly demonstrate how the digital environment is used to enhance the usability and support of the company's reporting
- Rather than the particular format used, attention will be paid to the use of medium and its timeliness, effectiveness, appropriateness to the target audience and how reporting has been translated online and enhanced by the benefits of digital

### Top tips:

- Target audience and strategy
  - Creative solution and communications format
  - Promotion and effectiveness
  - Regulatory considerations
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Self-entry Award Best Use of Digital Communications**

- Looking for entries that embrace the full potential of digital media, demonstrating specifically how engagement with investors, shareholders and other key stakeholders through digital, delivers the investment story in a clear and effective way
- Looking for evidence that digital plays an integral part in the communication of the equity story and investment case of a company, as evident through their corporate/investor relations channels such as the corporate website, apps, social media platforms, blogs, etc

### Top tips:

- Strategy, management and positioning
  - Communications of activity and performance
  - Communications strategy, design and tactical delivery
  - Meeting of disclosure and other compliance requirements
-



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

---

### **Self-entry Award**

#### **Best overall communication of company investment proposition**

- Looking for evidence of clear and concise communication of an investment proposition
- Channels used and consistency of messaging, as well as transparency around material issues will be key
- Should highlight the company's market position and differentiating, competitive advantages
- Investors should be presented with adequate information to give context to the investment proposition as well as sufficient detail around current performance and future prospects

#### Top tips:

- Strategy, management and positioning
- Communications of activity and performance
- Communications strategy, design and tactical delivery



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

---

### **Voted Awards**

#### **Best newcomer to IR (individual)**

- Individual who has entered the IR profession (either in-house or in a service provider) within the last 18 months
- Individual should demonstrate that they have made a real impact within their company in the short time in their profession and has the skill sets expected of someone at the top of the IR profession

#### **Best investor relations officer (individual)**

- Top award for an IR professional
  - Looking for the person who has made a real contribution within their company and has the skill sets expected of someone at the top of the IR profession
  - NOT looking for the person who works for the company with the best performance, but rather the individual who has shown the most skill in their dealings with the market and their management team
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Voted Awards**

### **Best overall company IR (company)**

- For the company that has the best overall IR programme
- Will include the contributions made by the IR department themselves and the executive team including the CEO, CFO and Chairman
- NOT an award for the company whose share price has performed best, but rather the company that has communicated most effectively with its stakeholders during the year, whether this has been good or bad news



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

**John Gollifer**  
**General Manager – IR Society**





*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Self-entry Awards**

*Open 1 May– 31 July, 2014*

- 14<sup>th</sup> year in succession
- Based on best practice industry guidelines

## **Voted Awards**

*Open 1 May– 31 July, 2014*

- 3<sup>rd</sup> year
  - Based on nominations submitted by the IR Society and investment community
-



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **Process and Time Line – Voted Awards**

- Nominations open to IR Society members from 1 May until 31 July 2014
- Nominations sent to investment community, comprising brokers, financial advisers and investors for any additional nominations and voting from 1 September to 31 October 2014
- BPA dinner and announcement of winners on 25 November 2014



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

### **Process and Time Line – Self-entry awards**

- Self-entry forms available and entries open from 1 May until 31 July 2014
- Quantitative and qualitative assessment based on main categories and guidance/top tips undertaken from July to August 2014
- Short lists based on quantitative/qualitative assessments of up to 10 entries per category reviewed by independent party from August to September 2014
- Final short lists of no more than 5 entries per category based on quantitative/qualitative assessments provided to judging panel in October 2014
- Judging panel meets in November 2014 to discuss their decisions and come to a conclusion on the winners
- BPA dinner and announcement of winners on 25 November 2014



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

### **Assessment Criteria: Quantitative** *e.g. Best Annual Report*

#### **Guidance and Top Tips (weighted scoring)**

- Strategy, management and positioning
- Communications of activity and performance
- Communications strategy, design and tactical delivery
- Meeting of disclosure requirements

#### **e.g. Objectives of FRC draft guidance on Strategic Report**

- To provide context for the related financial statements*
- To provide an analysis of the entity's past performance*
- To provide insight into the entity's main objectives and strategies, and the principal risks it faces and how they might affect future prospects*
- Is your report as a whole; fair, balanced and understandable?*



## *IR Webinar: Best Practice Awards Launch Thursday 1 May 2014*

### **Assessment Criteria: Qualitative** *e.g. Best Annual Report*

#### **Entry Requirement**

- Up to 750 word statement referring to background, strategy and approach, and results
- Emphasise how you have successfully addressed following IR principles:
  - Having an equity story and investment case that is clearly communicated
  - 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



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

---

## **Best Practice Judging Panel**

- Chairman of the IR Society
- ABI
- BIS
- FRC Financial Reporting Lab
- IMA
- ICAEW
- ICSA
- Manchester Business School



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

**Next Steps:**

- More information at: [www.irs.org.uk](http://www.irs.org.uk)
- Self-entry awards forms available and entries open from 1 May – 31 July 2014
- Voted awards forms available and nominations open from 1 May – 31 July 2014
- IR Society Best Practice Awards Dinner – Tuesday, 25<sup>th</sup> November



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

**Matthew Springett**  
**Director of IR – TelecityGroup**





*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## **An IRO Perspective**

**TelecityGroup is a previous Best FTSE 250 Annual Report winner**

- We found the awards valuable in terms of:
  - the competitive nature of the awards provided an incentive to improve
  - the benefits that an award winning Annual Report brought to the company
  - internal recognition



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

## **How have the awards changed?**

### **New simplified awards offer several important benefits to entrants**

- More principle driven with less 'box ticking'
  - entrants to demonstrate best practice in a creative and pragmatic way
  - assessment criteria anchored in 'real world' IR objectives
- Award categories give all companies the chance to demonstrate best in market achievements regardless of size or location



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

## **Why get involved?**

**More focused awards, but with an option to suit every listed company**

- Bring the corporate team together around IR objectives
- Demonstrate to your board that you are doing a good job
- Gain peer recognition for your achievements



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

**Q&A**

**and**

**Closing Remarks**

---



*IR Webinar: Best Practice Awards Launch*  
*Thursday 1 May 2014*

---

## UPCOMING IR SOCIETY ACTIVITIES

### *Professional Development :*

### ***Traditional and New Media for IR***

**Wednesday 14<sup>th</sup> May, 2014**

Half-day course

*Cost: £319+VAT for members; £469+VAT for non-members*

*Please contact Jan Kelly at [janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)*



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

---

## UPCOMING IR SOCIETY ACTIVITIES

*IR Webinar:*

### ***Market Views Event***

**Tuesday 13<sup>th</sup> May, 2014**

Lunchtime event

12:30 – 13:30

*Cost: free of charge for members and non-members*

*Please contact Alison Hamilton at [alison.hamilton@irs.org.uk](mailto:alison.hamilton@irs.org.uk)*



*IR Webinar: Best Practice Awards Launch  
Thursday 1 May 2014*

**Thank you**

---