

# **The Accountant & International Accounting Bulletin Awards 2018**

## **Awards Information Pack**

The Accountant & International Accounting Bulletin Awards 2018 will take place on 4<sup>th</sup> October at the Waldorf Hilton Hotel, London

This year companies can nominate in 17 categories. Full details of this year's categories and criteria can be found in this document.

Nominations are now open – deadline for entries is 5pm GMT on Friday 19<sup>th</sup> July.

Send your completed nominations to [IABawards@compelo.com](mailto:IABawards@compelo.com)

Nominees should follow these simple guidelines to ensure their submission has the best chance of winning.

#### Submission Rules

1. Submissions can be made either on behalf of your own company or in recognition of a colleague or partner firm.
2. Maximum of 1,000 words in Word format, no appendices.
3. Entry must address the award category explicitly, not generic links to web sites, corporate marketing etc.
4. Submissions should highlight the key differentiator and competitive nature of the project or implementation
5. For all categories (excluding the people awards, i.e. personality, young accountant and lifetime achievement) it is made explicit the Entrant, Judges and the publication will treat any and all information in strict confidence and any quotes or information to go into the public domain will be pre-cleared by the Entrant.
6. For the people awards categories, i.e. personality, young accountant and lifetime, the submissions (i.e. people's bios) will be made public on TA & IAB website and the winner will be decided by a subscriber's vote.
7. Submissions made after the publicised cut-off date will be ignored irrespective of their relative merits.
8. The Editor and Judges reserve the right to make no award for any specific category
9. The Editor and Judges reserve the right to move a submission to a more appropriate category at their discretion
10. In submitting for more than one category the submissions must be unique (see 3)
11. The Editor and Judges' decision is final

Please note: *Whilst we recommend you to try to submit against as many of the criteria as possible, we appreciate that for some companies this may not be possible. The more you can respond against the stronger your application will be, but we would like to highlight that submitting against all criteria is not mandatory.*

Should you require further guidance on your entry please contact our Editor – Jonathan Minter – [jonathan.minter@verdict.co.uk](mailto:jonathan.minter@verdict.co.uk)

Good luck in your submissions!

### [Network of the Year](#)

The winner of this award will have demonstrated the execution of profitable growth strategies. They will be recognised by the industry as a reputable brand that consistently delivers high quality professional services. The winner will have excelled in a number of key strategic and operational areas over the past 12 months. Nominees in this category must be compliant with the IFAC definition of a network.

#### **Judges will consider**

- Financial performance globally and by region (in the context of a region's economic performance)
- How effectively the network has strengthened its position in what it identifies as strategically important markets
- Evidence that the network has consistently provided a top-level standard in network-wide audit quality
- Evidence that member firms are an employer of choice
- Evidence of industry leadership, which could include initiatives such as thought leadership, demonstration of best practice, or playing a lead role in discussions over an issue affecting the industry
- Evidence of client satisfaction
- Evidence that the network has successfully implemented a strategy that helped it significantly improve its delivery of internal services to member firms and external services to clients
- Judges will also consider performance in the face of adversity, industry leadership and the promotion of the highest professional standards to business and the public

### [Rising Star Network](#)

The winner of this award might not be a household name but will have demonstrated exceptional growth, entrepreneurial flair and innovation in elevating its position in the market. Nominees in this category must be compliant with the IFAC definition of a network.

#### **Judges will consider:**

- Evidence of successful implementation of a strategy that has improved the network's global position and reputation across the world
- Improved performance by fee income and global expansion
- Evidence that staff and client satisfaction has improved
- Proven innovation to enhance the network's delivery services

### [Association of the Year](#)

The winner of this award will have demonstrated the execution of profitable growth strategies. They will be recognised by the industry as a reputable brand that consistently delivers high quality professional services. The winner will have excelled in a number of key strategic and operational areas over the past 12 months.

#### **Judges will consider**

- Financial performance globally and by region (in the context of a region's economic performance)
- How effectively the association has strengthened its position in what it identifies as strategically important markets

- Evidence that member firms are an employer of choice
- Evidence of industry leadership, which could include initiatives such as thought leadership, demonstration of best practice, or playing a lead role in discussions over an issue affecting the industry
- Evidence of client satisfaction
- Evidence that the association has successfully implemented a strategy that helped it significantly improve its delivery of internal services to member firms and external services to clients
- Judges will also consider performance in the face of adversity, industry leadership and the promotion of the highest professional standards to business and the public

### *Rising Star Association*

The winner of this award might not be a household name but will have demonstrated exceptional growth, entrepreneurial flair and innovation.

#### **Judges will consider**

- Evidence of the successful implementation of a strategy that has improved the association's global position and reputation across the world
- Improved ranking/market position/increased number of members
- Evidence that staff and client satisfaction has improved
- The use of innovation to greatly enhance the network's delivery of services

### *Audit Innovation of the Year*

This award will be given to a practice, network or association, which has with a new initiative or innovation in audit made a major change in improving audit quality, efficiency or added value to clients. This innovation could be an addition to an existing audit product/process or a completely new initiative.

Judges will look at the benefits and cutting edge thinking behind the innovation.

This innovation may have occurred across the whole network/association or just within an individual firm or is a project.

#### **Judges will consider**

- Evidence of improvements in efficiency, accuracy and reliability
- Client satisfaction and added value
- Contribution to improved audit quality and reliability
- Potential to keep the relevance and value of assurance services, at a time when firms grow revenues through advisory and ancillary services

### *Advisory Project of the Year*

This award will be given to a local firm or global network/association which has been working on an advisory project or projects of significant importance or scale demonstrating the organisation's advisory abilities.

The judges will be looking at how a firm or global network/association has developed certain advisory capabilities and successfully helped clients with its expertise on specific assignment. Nominations are welcome from all advisory areas. Special consideration will be made for projects with a social and environmental impact.

**Judges will consider:**

- Evidence that an organisation's advisory service has made an important difference to the success of a specific client project
- Evidence of outstanding innovation demonstrated during the work on the project which has benefitted a client/industry
- Nominations for advisory assignments which have played an important role in wider society will receive special consideration, as well as those with an approach that promotes healthy and constructive competition or collaboration within the winner's different service lines

**Employer of the Year**

In this category the winning single firm or professional body will demonstrate its commitment to its workforce through staff retention strategy and innovative thinking in securing new talent.

The winner will be widely acclaimed for the training and development of its employees as well as their benefits structure. Judges will look for evidence of creative solution to attracting and retaining talent as well as growing a diverse workforce and leadership.

**Judges will consider**

- Evidence of creative solutions for attraction and retaining talent
- Evidence of commitment to a diverse workforce
- Evidence of industry leading methods and efforts in the area of human resources
- Evidence of high staff satisfaction and high retention rates will also be taken into account

**Sustainable Organisation of the Year**

The winning organisation will have demonstrated a commitment to go the extra mile internally with regard to sustainability via a specific initiative. The winning initiative or internal overall strategy would have been rolled out in the past year or launched as an addition to an existing initiative. Judges will be looking for a winner that demonstrates how it has integrated and reported the non-financial KPIs that are material and impact the bottom line while also have a societal dimension (for example, disclosures which help its stakeholders to have better overall understanding of the risks faced by the organisation; effective use of reporting frameworks such as that of the International Integrated Reporting Council; making a significant contribution to the community the organisation operates in). Local, regional and global initiatives welcome.

**Judges will consider**

- Evidence of how the initiative has impacted the firm
- An overview of the wider implications of the initiative
- Evidence of successful employee involvement in the initiative/project
- Special consideration will be given to initiatives that have created a market-wide benchmark

**Sustainability Champion of the Year**

The winner will have demonstrated its commitment to sustainability in the financial and accounting sectors by being a driver for change in other organisations. The winner will have developed solutions, tools, innovative

thinking and products with the aim of helping organisations develop long term strategies towards a more sustainable economy.

#### **Judges will consider**

- The winner's achievements in the past year in helping others in their sustainability practices
- Relevance of the winner's activities for the financial and accounting sectors
- Advocacy of a sustainable agenda and promotion of a responsible corporate culture
- Encouragement of long-term thinking and awareness of codes of good corporate governance and ethics
- Evidence of a solid grasp of the different frameworks and new standards on sustainability and non-financial information, with a knack for improving them and tailoring them to client's needs

#### **Accountancy Software of the Year**

The winning accounting practice software product will showcase great levels of user satisfaction and industry leading product features. Nominations will be accepted from companies showcasing a new product or a successful addition of features to existing software.

#### **Judges will consider**

- Showcasing the innovation and market leading technology
- Evidence of how the effective deployment of the software has reduced costs, improved quality and/or increased opportunities for growth
- Evidence of how the product has helped users and achieved high levels of user satisfaction
- Proven track record of new software/technology developed to assist the accounting profession

#### **Communication Campaign of the Year**

This award will recognise the work of a communications/marketing/brand ambassadors team across the whole range of accountancy stakeholders (firms, professional bodies, federations, standard-setters, regulators, etc). The winner will have contributed to making successful a campaign that, while being relevant, has excelled in the way it has been communicated.

#### **Judges will consider**

- Substance, relevance and importance of the campaign/s or initiative/s that has been promoted
- Creativity, wittiness and originality of the format, language, style and tone used to address your audience
- Ability to explain a technical topic, grabbing the attention of the targeted audience, with an underlying ambition of reaching or getting other professions or industries (investors, politicians, lawmakers, civil society, etc.) interested
- Dexterity in capturing the philosophy, values and core mission of your organisation, effectively transmitting a vital message to the winner's audience

#### **Thought Leadership Initiative of the Year**

This category will celebrate the success of a firm, network/association, professional body, regulator, professional federation etc., which has with its thought leadership initiative made a significant contribution towards trying to

raise a particular issue, sparking or making a lasting impact on industry debates. Nominations welcome on thought leadership initiatives from the financial and non-financial arena.

#### **Judges will consider**

- The impact the thought leadership has had towards influencing a particular topic
- Evidence of engagement from stakeholders
- Thought provoking content and fresh ways of looking at a particular topic
- Long-lasting impact

#### **Professional Body of the Year**

The winning professional body should wield a profound influence within the accountancy industry and beyond: finance and business world, government and society as a whole. The winner will be a top influencer that not only serves effectively its membership but also safeguards the public interest nature of the profession, as well as contributes to the values and skills that accountants should master.

#### **Judges will consider**

- Full disclosure of membership information, such as fully qualified members or members pursuing the professional body's qualification, including country-by-country disclosure for global bodies
- Evidence of a strong and/or sustainable growth and development strategy, which meets market demand for skilled professionals
- An effective good governance structure, that upholds and supports principles of public interest
- Evidence of its influence in the industry of a country, region or internationally, through thought leadership campaigns, constructive lobby initiatives and/or research efforts
- Relevant, innovative and successful professional qualification, if applicable
- Solid oversight of its certification/examinations and/or regulatory powers of the profession, if applicable

#### **Accounting Capacity Building Champion of the Year**

The winning accountancy stakeholder will demonstrate a strong commitment to developing the profession in emerging countries and/or regions where it is acknowledged that the accountancy infrastructure can be improved. The successful organisation will have contributed (financially and/or by sharing expertise through secondments or other means) to create a more robust framework for doing business, reinforce institutions and strengthen government accountability.

#### **Judges will consider**

- Initiatives in the field of accountancy education that have attracted talent and improved the quality of university and professional bodies' syllabus
- Professional training projects or ad hoc programmes that have empowered practising or part-qualified accountants working for government, accountancy firms, businesses or organisations involved in the development of the country's financial infrastructure
- Cooperation initiatives that have improved the regulation and oversight of the accountancy profession
- Advocacy projects that have raised awareness on the importance of strengthening public finance management or helped drafted or passed laws that have or will improve government accountability

### **Young Accountant of the Year**

The winner of this award will have qualified in the past 10 years and will have made a significant difference to his or her employer. Judges will be looking for evidence of entrepreneurial flair, technical excellence and leadership potential. The young accountant will be a professional employed in practice, business, government or another organisation in which his or her accountancy skill has become an essential asset.

### **Personality of the Year**

We will be looking for an industry leader who is not scared to take a stand who is outspoken on the issues affecting the profession and who has made a significant contribution in the past year. Nominations are welcome from people in practice as well as business.

### **Lifetime Achievement Award**

This award recognises consistent levels of achievement within the profession over a number of years. Nominations are welcome from people in practice as well as business.