

BEST USE OF THOUGHT LEADERSHIP

Guidance

- **The MCA Awards can only be entered by full MCA members (membership must still be valid up to and including Monday 1st November 2021).**
- The strict deadline for entries to be submitted is 12th March 2021.
- All projects should have been completed in the 24 months before the entry deadline.
- A project can only be submitted for one category.
- The judges reserve the right to re-allocate an entry to a different category if appropriate.
- Each Submission must contain a declaration signed by a senior representative at the MCA member firm stating that all the information provided is true and factually accurate. Please ensure the submission entered is supported by your client as they will be expected to attend an interview should you reach the finalist stages.
- Should you be shortlisted you will be informed on Monday 10th May 2021.
- All finalist entries will be asked to attend a 25-minute interview with a panel of independent judges. The MCA judging panel is detailed on the MCA website.
- One consultant representative, who worked directly on the project, must attend the interview on the date set by the MCA. The judging days for 2021 are between Monday 7th June and Friday 25th June 2021. A client representative should be available for interview on these dates either in person or via telephone/video call and the contribution of clients is vitally important to the success. Having your clients in person attending the interview is an advantage and seen positively by judges.

Submission

For each project entry you must submit the following:

Item	Notes
Written Entry	MS word format
Declaration Form	Must be signed by consultancy firm and submitted with entry on Friday 12 March 2021



Media Requirements:

Should you become a finalist the MCA would like to promote you on our website and social media platforms.

We would like you to supply multimedia materials to support your entry which the MCA will use in their communications for the awards.

All materials should be supplied with the project entry to

Natalie Mendez - Natalie.mendez@mca.org.uk

by **Friday 12 March 2021**

Please provide the following materials:

500-word Summary	<ul style="list-style-type: none">• Will be used on MCA website• Document will not be judged• Should be written as a case study for the project submitted• Must be in MS word format• Jargon free language
Media Requirements	<p>Must supply high res images to support the project (where possible please submit any additional materials which you can bring the project to life)</p> <ul style="list-style-type: none">• Twitter handle• Consultancy Logo• Client Logo

For any questions regarding Communications please contact
Head of Communications and Research:

Caroline Florence: caroline.florence@mca.org.uk

Written Entry Criteria

- Each entry must constitute a 2,000 word case study and follow the structure outlined below. Failure to do so may result in disqualification. Word counts include all headings and footnotes, but not words in diagrams and charts, or the cover sheet. Pages should be numbered.
- Entries must submit Two Word documents.
 - One must include a cover sheet stating the name of the consulting firm, the name of the client, and the category being entered; and may include the consulting firm and client logos. This cover sheet will not be included in the word count.
 - One must have no mention of the individual consultant's name within the submission, company name or any company branding. It should still include the name of the client and the category being entered on the cover sheet. This cover sheet will not be included in the word count.
- Up to three technical diagrams, charts or photos/images, that help to tell the story, may be included. Please note the imagery must be able to be viewed clearly on MS word format.
- No additional documentation or other supporting material will be accepted. The MCA reserves the right to destroy such material.
- The judges will be looking for an engaging and informative account of the project and what it achieved.

Written Entry Structure

1. Executive Summary (no more than 250 words)

This should provide a summary of the thought leadership initiative and what it achieved. It should explain how this project supported your wider objectives as a firm and identify partners (if any) and your key audiences.

2. Approach

This should cover:

- How you identified the issue or topic
- The approach you adopted and why you felt this would be most effective
- The people and other resources that were mobilised and the methodology that you used
- How the thought leadership was communicated
- Difficulties that you encountered and how you overcame them

3. Impact

This should cover:

- The impact of this project or approach on your consulting firm and its commercial development
- The impact on those in the firm who were engaged in the project or have made use of it
- Evidence of its impact with existing clients and/or potential clients
- The impact on your firm's ability to have a voice in key debates and to attract external interest
- Media and press coverage

4. Client Testimonials

It is not necessary when entering this category for you to have the explicit endorsement of clients. However, entries which can demonstrate awareness and positive reactions from clients – or other authoritative 3rd parties - will be at an advantage.