

## BEST NEW CONSULTANCY

### Guidance

- This Award is open to all member and non-member consulting firms which have been operating for less than 7 years.
- Only one entry can be submitted for the Best New Consultancy category.
- All finalist entries will be assessed by a 10-minute presentation followed by a 15-minute interview. At least one, and a maximum of four, consultant representatives must be available for interview between Monday 7th June and Friday 25th June 2021. No videos or other multimedia formats should be used in the presentation.
- Should you be shortlisted you will be informed on Monday 10th May 2021.

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### 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](mailto:Natalie.mendez@mca.org.uk)**

by **Friday 12 March 2021**

### Please provide the following materials:

500-word Summary	<ul style="list-style-type: none"><li>• Will be used on MCA website</li><li>• Document will not be judged</li><li>• Should be written as a case study for the project submitted</li><li>• Must be in MS word format</li><li>• Jargon free language</li></ul>
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"><li>• Twitter handle</li><li>• Consultancy Logo</li><li>• Client Logo</li></ul>

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

**Caroline Florence: [caroline.florence@mca.org.uk](mailto:caroline.florence@mca.org.uk)**

## Written Entry Criteria

- Each entry must constitute a 1,500 word case study. 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 be submitted as a Word document or a PDF. This must include a cover sheet stating the name of the consulting firm and the category being entered. This cover sheet will not be included in the word count.
- You may provide supporting material for this category. This can include reports and other documentation, examples of press and media coverage and other relevant resources. Please note that these cannot be returned.

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## Written Entry Structure

You are free to structure your written entry as you wish as long as you remain within the word count.

The entry should cover, but not be limited to:

- **Client focus** – delivering value to clients; building client relationships; Providing client testimonials is key.
- **Delivery excellence** – creating and delivering tailored solutions to clients; how success is measured; your USP.
- **Operational excellence** – sound operational processes; who's on your books - past and present clients; recent levels of growth and your company's mission; commitment to high standards of integrity and professionalism
- **Commitment to your people** – what it feels like to be a consultant at your company and company culture. The importance of training and development and diversity and inclusion will be a key area of focus for the judges.

Please also illustrate these (where relevant) with information about the culture of your firm, evidence of your commitment to innovation and research, and examples of any thought leadership.

### Client Testimonials

It is necessary when entering this category for you to have the explicit endorsement of clients. Clients should be encouraged to state their views on the value delivered, elements of delivery or the client/consultant relationship. Clients should be able to be contacted to verify their endorsements.