

INDIVIDUAL ENTRIES

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.
- Firms may enter a maximum of four consultants in each category. Each candidate can only be entered once.
- There will be no self-nominations. All declaration forms must be signed by a Senior manager/Partner and submitted by the Awards coordinator for each firm.
- Finalist nominees 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.
- The judging days for 2021 are between Monday 7th June and Friday 25th 2021.
- Should you be shortlisted you will be informed on Monday 10th May 2021.

Submission

For each project entry you must submit the following:

Item	Notes
Written Entry x 2	MS word format Please provide TWO copies of the individual's submission, one copy must have no mention of the individual consultant name or the company's name for the judges to review. The other submission can include both
Declaration Form	Must be signed by both the individual and their line manager/HR manager



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:

250-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 individual entry submitted• Must be in MS word format• Jargon free language
Media Requirements	<p>Must supply high res head shot to support the entry</p> <ul style="list-style-type: none">• Twitter handle• Consultancy 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 1,500 word, personal submission 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 either MS word or pdf document.
- 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 entries which bring out the personality and achievements of the nominated consultant.

Written Entry Structure

1. Summary (no more than 250 words)

This should explain why the consultant should win the award and provide a broad overview of skills and experience.

2. Personal Statement

The personal statement should be written by the nominated consultant in the first person. It should highlight why the consultant feels they should win the award. It should refer to specific skills applied on up to four projects. . The projects referenced can have taken place at any time within the last five years but must include recent projects. Judges will be looking for evidence of the below (see judging criteria for further details). Please note that whilst reference should be made to all of these areas, the consultant should ensure that they focus on their particular strengths in these areas:

- Client Focus
- Leadership
- Teamwork
- Communication
- Project Management
- Critical Thinking

3. Specialist knowledge and expertise (No more than 15 bullets)

Please list evidence of your knowledge in your specialist area as demonstrated over the last two years, for example through research, published material and development of tools/methodologies.