

PROJECT 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.
- 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 be 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.
- We accept joint entries where two consultancy firms have worked together for a single client. Please note when purchasing your entry, we can only accept payment from one card, or invoice to a single address. Split payments should be dealt with internally between the two firms.

Submission

For each project entry you must submit the following:

Item	Notes
Written Entry x2	MS word format Please provide TWO copies of the individual's submission, one copy must have no mention of the consultancy's name for the judges to review. The other submission can include both.
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, 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 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 project and what it achieved. Include an explanation of what you did that your client could not have done without your involvement.

2. Project and Approach

This should cover:

- The client problem.
- The solution and objectives.
- How the process was managed, including showing how difficulties were tackled.
- The approach taken by the consultants.
- The client/consultant relationship, including how the consultants positively challenged the client's thinking.
- How the skills and experience of the consultants involved were used to support the project.

3. Outcomes

This should cover:

- The extent to which project objectives were met
- Challenges that arose and how they were they overcome
- Lessons that were learnt
- Measurable results
- Qualitative results

In particular judges will be looking for evidence of what was achieved, including the value added, and the quantitative and qualitative benefits achieved. It is recommended that firms contextualise project results to show them in relative terms which better allow judges to assess actual performance. Demonstration of project outcomes need not be limited to overall firm performance, and can also be usefully shown in close



context of the project undertaken. See judging criteria for further details.

4. Client Testimonials (no more than 150 words each)

Testimonials from up to three client contacts may be included in the entry. Clients should be encouraged to state their views on the value delivered, elements of delivery or the client/consultant relationship.