Entry Support Pack
Your hard work deserves an award

You’ve worked your socks off all year and now you’re starting to see all those hours pay off. If this sounds like you then it’s time to reward your ambition, innovation and brilliant work.

The Accounting Excellence Awards are judged by leading experts in the profession. Entering is a fantastic opportunity to confirm and celebrate the support you’re giving clients and the great contributions you’re making to the profession.

Your achievements aren’t going to shout about themselves. Enter the awards today and enjoy the recognition you thoroughly deserve.
Enjoy the benefits an Accounting Excellence Award brings

Stand out from the crowd
Winning an Accounting Excellence award makes your firm stand out with a significant boost in name recognition and will help you distinguish yourself from your competitors.

Motivation
If you win, your staff will be delighted to be part of a winning team and well-recognised company. Being an award winner also makes your business more attractive to the best and brightest upcoming talent in the industry.

Publicity
If you secure a place on the shortlist you’ll be mentioned numerous times on AccountingWEB and across social media, all of which helps build awareness of your firm. You’ll also be able to generate local media coverage in your area and will have lots to talk about with your clients.

Growth
Your customers care about your reputation and an Accounting Excellence Award will not only reinforce your current customers’ faith in you but will attract new ones too.

Nurture relationships
By competing against the best firms in the profession you’ll have an opportunity to learn from others. You’ll build new connections and be able to share your success and the stage with your partners and employees.

A night to remember
Excellence is its own reward – but a night out doesn’t hurt! Awards night 2019 is shaping up to be the biggest and best night in the accounting calendar – don’t miss your chance to be there.
Don’t take our word for it! Hear from Accounting Excellence winners

“We are absolutely delighted to have won this award which recognises the hard work and dedication the whole firm shows day in and day out.

“All of our clients receive the very best support and advice so they can focus on running their business or rest comfortably knowing their family finances are in safe hands. We can only do this through the terrific teams we have across our nine offices in London, Sussex and Kent. This award is theirs.”

Nigel Fright, Managing Partner, Kreston Reeves
Large Firm of the Year 2018

“When we won there was a lot of excitement and pride about the what we’ve been doing and the hard work that goes on in our office.

“We ended up getting a lot more leads. It gave potential clients the comfort and confidence that you’d expect. We’d talk about the experience we’ve got helping restaurants but the award was the cherry that helped us win the deals.

“As a result of the award and a mix of other business development, we’ve seen our new business inquiries quadruple over the last seven-to-eight months since we won the award.”

Bhimal Hira, Chief Marketing Officer, Jeffreys Henry LLP
Specialist Team of the Year 2018
Categories to reward excellence. Which one is yours?
Award Categories

Small Firm of the Year
Medium Firm of the Year
Large Firm of the Year
Specialist Team of the Year
New Firm of the Year
Fast-track Firm of the Year
Client Service Award

Innovative Firm of the Year
Investing in People Award
Practice Pioneer of the Year
Finance Team of the Year
Finance Project of the Year
Software Pioneer of the Year
Software Innovation of the Year
Small Firm of the Year

Entry criteria

This category is for small firms (one-two partners) that demonstrate excellent client service and care, and a real commitment to constant improvement.

Whether you have introduced new service initiatives or provided insight and advice, this category enables you to showcase what you're doing to establish and grow your firm and help your clients be more successful.

What the judges are looking for

- **Strength and quality of vision**: Examples of successful initiatives to drive growth and success
- **Impact on client success**: Evidence to show the impact on clients including testimonials and case studies
- **Growth and impact on the firm**: Evidence of a focus on continuous improvement
- **Data and evidence**: Quantifiable performance measures including revenue growth, profitability and client satisfaction metrics
CATEGOR

Medium Firm of the Year

Entry criteria

This category is for medium-sized firms (three-seven partners) with multiple teams and locations.

This category is an opportunity to showcase ways in which you are delivering a consistent, high-quality client service, demonstrating a commitment to continuous improvement and making a visible difference to your clients.

What the judges are looking for

- **Strength and quality of firm and client vision:** Examples of initiatives to drive firm growth and success
- **Successful initiatives you have implemented during the past year:** Explanations of how the firm has addressed people, process, workflow and market challenges
- **Impact on client success:** Evidence to show the impact on clients including testimonials and case studies
- **Data and evidence:** Quantifiable performance measures including revenue growth, profitability and client satisfaction metrics
Large Firm of the Year

Entry criteria

This category is for large firms (eight partners or more) with a broad range of service lines and locations.

Whether you are creating innovative new ways to deliver value to clients, delighting clients with premium levels of service or providing unique insight, tools and resources, this category enables you to showcase how you're driving client success and building on your market position.

What the judges are looking for

- A bold, holistic vision for the firm: Supported by evidence of how these values are embedded in daily practice
- Successful initiatives you have implemented during the past year: Explanations of how the firm has addressed people, process, workflow and market challenges
- Impact on client success: Evidence to show the impact on clients, such as testimonials, short case summaries and client satisfaction measures
- Data and evidence: Quantifiable, relevant performance measures – including revenue growth and profitability
Specialist Team of the Year

Entry criteria

This category is for firms that have developed specialist, niche services for clients.

Specialist offerings may include in-house teams of consultants, management accountants or virtual finance directors, M&A specialists, technology developers, marketers and analysts, as well as people delivering more traditional audit, tax and industry-specific services. If you have specialist, multi-disciplinary teams that include some or all of these disciplines, they’re welcome to enter too.

What the judges are looking for

- **Vision and clarity of specialism**: A distinctive approach to delivering services or developing a specialism
- **Depth of expertise**: Details to illustrate your specialist team’s distinctive approach alongside quantifiable performance measures
- **Efforts to gain expertise**: Examples of successful initiatives the team have implemented during the past year
- **Impact on client and sector**: Evidence to show the impact on clients, such as testimonials, short case summaries etc as well as quantifiable performance measures including revenue growth, profitability and client satisfaction metrics
New Firm of the Year

Entry criteria

This category is for firms that have been trading for a minimum of one year and a maximum of three years.

The judges will be looking to understand how your firm's vision, strategy, services and approach to client care contribute towards delivering success to your business and your clients.

What the judges are looking for

- **Vision and strategy:** A clear business vision and strategy and a range of services and initiatives that make a tangible difference to your clients
- **Execution against that strategy:** Quantifiable performance measures – including revenue growth and profitability
- **Meeting clients needs:** Ways you have developed your firm's workflows and service lines to support your clients
- **Planning for the future:** Ideas, attitudes and actions to drive future development
Fast-track Firm of the Year

Entry criteria

This category is for firms that have found the formula for rapid and sustainable growth over the past two to three years.

What the judges are looking for

- **Clarity and success of business model:** A clear understanding of the market in which the firm operates, and how that knowledge is used as a driver for growth
- **Measuring success:** Good use of quantifiable metrics to measure and manage growth
- **A plan for the future:** A sense of direction, with documented plans and strategies for the future
- **Evidence of growth:** Evidence of sustainable growth over time and explanations of how growth has been achieved over the last two to three years
Client Service Award

Entry criteria

This category is for firms that demonstrate an obsession with client care and put client service at the heart of their business above all else, as a means to grow and succeed.

What the judges are looking for

- **What client service means**: Your vision for client care and how that vision is put into practice within your firm
- **Systems and processes**: The tools and workflows you use to achieve exceptional client service
- **Measurement of client service levels**: Objective measures such as client satisfaction data or Net Promoter Scores (NPS), and evidence of improvement such as retention and growth rates
- **Impact on practice**: Tangible results your approach has achieved and how client service is driving your firm's growth and development plans
Innovative Firm of the Year

Entry criteria
This category is for innovators. Firms who are not just having new ideas or adopting new technologies - but are achieving real results and charting new frontiers for the accounting profession.

What the judges are looking for

- **Your innovation**: The originality of your firm's ideas and new practices and how innovation is intrinsic to your firm’s business model
- **Measurement of innovation**: Quantifiable metrics used to measure innovation, drive learning and achieve real results
- **Impact on clients and firm**: Explain how innovation has benefited both your clients and your firm
Investing in People Award (New for 2019)

Entry criteria
This category is open to both accounting firms and finance teams in industry who are fostering talent, supporting career progression and achieving excellence through their people's performance.

What the judges are looking for
- **Your strategy**: Your specific training and development strategy and how well-established, varied and innovative the career routes are within your organisation
- **Benefits of investing in people**: Details of specific initiatives your organisation has undertaken and evidence of the impact and benefits derived from training and development
- **Firm ethos**: Ways in which you motivate and foster talent to deliver exceptional service to your clients or customers
Practice Pioneer of the Year

Entry criteria

Tell us about the pioneer you would like to nominate and the contribution they have made to accounting excellence over the past year.

What impact have they had on clients and the marketplace? What innovations have they introduced? And why do you think they deserve to be Practice Pioneer of the Year? Answer the questions clearly and succinctly to make your case.

What the judges are looking for

- **Impact on clients and/or sector:** Tell us about the pioneer’s contributions to practice strategy, processes and service excellence over the past year.

- **Innovation:** How the pioneer shows a genuinely innovative mindset. The winning pioneer will also be able to demonstrate the impact their work has on their firm, their clients and their community.

- **Making a difference:** Quantifiable metrics to measure their impact could include increased client fees, thought leadership or innovation in the profession, a new specialisation within the firm or new projects which have benefited the firm or the community.
Software Pioneer of the Year

Entry criteria

Tell us about the pioneer you would like to nominate and the contribution they have made to software excellence over the past year.

What impact have they had on customers and the marketplace? What innovations have they introduced? And why do you think they deserve to be Software Pioneer of the Year? Answer the questions below clearly and succinctly to make your case.

What the judges are looking for

- **Expertise:** The judges are looking for a software pioneer who not only has expertise in their field, but shows a genuinely innovative mindset in solving accountants' problems.
- **Impact:** The winning pioneer will be able to demonstrate the impact their work has had on customers and the accountancy market overall.
- **Measuring success:** Quantifiable metrics to measure their impact could include increased efficiency, higher client fees or better client satisfaction, as well as less tangible measures such as thought leadership in the accounting software world.
Software Innovation of the Year

Entry criteria

This category is for software vendors that have provided a product or solution that has solved major issues for accountants or helped them deliver outstanding value or customer service to clients.

What the judges are looking for

- **Making a difference**: The judges are looking for innovations that entrants have brought to the accounting software market in the past year.
- **Detail**: How your specific innovations have benefited your customers and the problems they address.
- **Evidence**: Provide tangible evidence to show how the innovation stimulates the curiosity of accountants and points the way towards new possibilities in the way they work.
- **Progress**: Explain how you plan to keep ahead in this rapidly changing market.
Finance Team of the Year

**Entry criteria**

This category is open to finance teams within organisations of any size that have improved performance over the past year.

These can include process or reporting innovations, new product developments, technology implementations or any other innovation that has had a transformative impact on the organisation, its customers or its community, and sets a positive example that other finance teams could follow.

**What the judges are looking for**

- **Your team:** Details to illustrate your distinctive approach, technical ability, approach towards innovation, and providing quality service to the organisation and its customers/suppliers
- **What sets you apart:** Examples of successful initiatives you have implemented during the past year and tangible contributions to business success
- **Measuring success:** Quantifiable performance measures – including evidence to show the impact on the business and its customers, such as testimonials and press/professional acclaim
Finance Project of the Year

Entry criteria

This category is open to organisations of any size that have used projects, initiatives or partnerships to increase efficiency and improve performance over the past year.

These can include process or reporting innovations, new product developments, technology implementations or any other innovation that has had a transformative impact on the organisation, its customers or its community, and sets a positive example that other finance teams could follow.

What the judges are looking for

- Planning and initiation: Details on how the project came about including the problems it was looking to solve and why you decided that this was the right way to solve them
- The team: Who was responsible for managing the project, and specific examples of how you generated buy-in from the rest of the organisation
- Measuring success: Evidence to show success metrics of the project and the impact the project had on the organisation/your customers/the wider community
Award entries open
Friday 1 February

Judging
May

Awards Night
Thursday 12 September

Award Entries close
Tuesday 23 April

Shortlist announced
May
Entry Deadline
23 April 2019

Register and enter at:
www.accountingexcellence.co.uk

Follow us on Twitter:
@AWEBExcellence

For more information please email:
hello@accountingexcellence.co.uk
Or call: 0117 915 8632
Good Luck!