Your chance to enter the SURTHRIVAL COMPETITION to win the

**“Excellence In Challenging Times” Award**

**Overview**

Your accountancy practice is invited to enter the “Excellence In Challenging Times’ Award.

It won’t cost you anything to enter. And if you win, you will be able to promote your practice as the winner or finalist with matching logos to proudly display on your website and letterhead etc.

So your firm could get huge PR and marketing benefits.

You will also be helping the entire profession… since the finalists will be telling their stories to others in the accountancy profession.

**Your practice is automatically eligible**

This invitation is open to any accountancy practice, anywhere in the world.

**No cost**

There is no cost of any kind to enter the awards. And no hidden or surprise costs in any way related to you entering or winning the award (For example some people charge for a seat at an awards ceremony)

**Entry process**

Theprocess is very straightforward:

* You can nominate yourself.
* You can enter as few or as many times as you like.
* Simply provide a case study of how you have made a significant difference using the entry form below by Friday 10th July 2020. Just copy the entry form and submit as many entries as you like. Please ensure all entries are submitted as separate documents.
* The independent judges will then select the finalists.
* By 31st July you will know if you are a finalist.

**Confidentiality**

1. Stories where the clients (or other beneficiaries) are named always appear more believable. So if at all possible, obtain permission to tell their story and name them in it
2. ALTERNATVELY If you cannot obtain permission to tell their story, it is acceptable to anonymise the case study before submission in order to preserve their confidentiality. You will find guidance in red on the form below on how to do this

**Top tips to help you get into the final**

Provide as much detail in your case study you can. The more you tell us, the better your chances of success.

Vague and woolly accounts of what happened are unlikely to impress. So don’t be shy. Don’t be circumspect. And don’t be modest. Tell the story of what you did and the difference you have made with pride.

Remember, a business is someone’s ‘baby’, they have a deep emotional attachment to it and their family is often affected by it. Include in the story the personal emotional impact your help has had on the client and their family.

After all, you won’t be boasting. You will simply be telling the truth.

**Submit your entry by 10th July 2020**

You will find the entry form below. Once complete, email to info@avn.co.uk

**Award Entry Form**

**“Excellence In Challenging Times” Award**

**Declaration**

In submitting this entry we confirm that:

1. To the best of our knowledge the information given is accurate.
2. We and all those specifically identified in our case study are happy for our stories to be told in this way, and are also happy for our stories as set out here to be retold by AVN in articles, blogs, books, videos, webinars or seminars provided that the re-telling preserves the accuracy and integrity of those stories.

|  |  |
| --- | --- |
| **Name** |  |
| **Date** |  |
| **Practice name** |  |
| **Country** |  |
| **Address** |  |
| **Phone** |  |
| **Email** |  |

**Case study**

***Important notes***

* *You must complete every section below*
* *The limit for each section is 2000 characters. And the more of those words you use, the better able you will be to do the story full justice*
* *Please write something in each section*

*For simplicity, the form assumes you will be telling the story of how you have made a difference to a client. If your case study is about how you have made a difference to non-clients (e.g. your community, local economy, those in need etc) please do your best to write something in each section in the most appropriate way.*

**Name of client**

*Ideally you will name them. However, if client confidentiality prevents you naming them, that is also okay.*

**Background information on the client**

*What do they do? What industry are they in? Where are they based? How big are they? How long have they been established? What else do we need to know to ‘understand’ them?*

*If confidentiality prevents you from identifying the client, please provide as much information as you can while retaining their anonymity. For example, instead of describing them as a “Leeds-based £3.1 million windscreen manufacturer, founded in 1983, employing 27 people and selling exclusively to BMW”, you might choose to anonymise it by describing them as a “£3 million manufacturer based in the North of England”.*

**The client’s situation at the start of the story**

*What did they need help with? Was that help needed to solve a specific problem or challenge? Were they in some kind of mess? Or was there an opportunity that they wanted to capitalise on?*

**What you did to help**

*Be as specific and detailed as possible. How did you improve things for the business and/or its owners? How did it change their profits, income, cashflow, tax burden, wealth or other key numbers? What problems did it solve? What opportunities did it help them to capitalise on?*

**The difference you made**

*What difference did those improvements make to your client’s life? Did it reduce their stress, change their work life balance, save their business from going bust, allow them to retire early? Or was it something else?*

**How the client felt at the start**

*What emotional state were they in at the start of the story? Scared? Stressed? Anxious? Desperate?*

**How the client felt at the end**

*How did they feel after you had helped them? Relieved? Thrilled? Rich?! And how did they say thank you?*

**The benefits to others**

*Did anybody else benefit directly or indirectly because of the help you gave to this client? For example, were jobs saved or created?*

**How your firm benefitted**

*What sort of fees were you able to charge? Did they give you any referrals? Have they gone on to buy other help from you? Were there any other benefits?*

**What else makes this case study special?**

*Is there anything else we need to know? Anything else that makes this case study special? Anything else you are particularly proud of?*