# The Fulcrum Awards 2019 - Special Awards - Consultancy

**General Instructions** - *Please provide details basis the questions asked. Do read “Things to Remember” page of the website carefully. Entries which are not in accordance to the rules and regulations, will be disqualified.*

|  |  |
| --- | --- |
| Consultancy Name |  |
| Category: Refer to categories on the website & write only the desired sub category |  |

1. Total fees for last year and profitability of last financial year (CA certificate and balance sheet to be attached as a supporting document)
2. Employee details: Please include total current number of employees, number of employees who separated during the time period, number of employees hired during the time period and Core Management structure with roles.
3. Top five current clients by revenue
4. New client wins in 2018 (up to five)
5. Client separations in 2018 (up to five)

**The five questions above are only to set the context for the Jury. Your entry will be scored based on the following five questions.**

1. **Recent campaigns or work example(s) that you are proud of: Please include maximum of five case studies from 2018. Highlight what was unique****, keeping in mind the overall word limit.**
2. **Share examples of initiatives done for boosting employee morale in 2018 (up to five).**
3. **List details of the challenges faced in 2018 and how these were overcome (This may include all stakeholders).**
4. **List awards and honours received by the organisation (non-campaign).**
5. **Why should your firm be considered the best PR firm (in up to five bullet points)?**

***By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.***