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**ACCOUNT DIRECTOR OF THE YEAR**  
**INFORMATION PACK**

The Account Director of the Year award recognises and celebrates exceptional professionals who excel in client satisfaction, operational excellence, and innovative leadership. This award highlights the importance of maintaining high standards, fostering strong client relationships, and driving continuous improvement within the industry. By honouring outstanding Account Directors, the award not only motivates individuals to strive for excellence but also sets a benchmark for others to follow, ultimately enhancing the overall quality and reputation of the facilities management sector.

**Eligibility**

The nominee must be an experienced Account Director, holding that job title or equivalent, in facilities management or a related field. They must have a proven track record of meeting or exceeding performance targets, including client satisfaction, operational efficiency, and financial goals.

**What to submit**

- The entry form (submitted digitally through the website)
- A submission of up to 1,500 words (as a Word document, PDF or Powerpoint presentation) plus a 250-word summary.

**What the judges will be looking for:**

**1. Client Satisfaction and Retention:**

- Evidence of high client satisfaction scores and testimonials.
- Demonstrated ability to retain clients and build long-term relationships.

**2. Operational Excellence:**

- Achievement of key performance indicators (KPIs) and service level agreements (SLAs).
- Implementation of innovative solutions to improve service delivery and operational efficiency.

**3. Leadership and Team Development:**

- Strong leadership skills and the ability to inspire and motivate the team.
- Commitment to the professional development and growth of team members.

**4. Financial Performance:**

- Achievement of financial targets, including revenue growth and profitability.
- Effective budget management and cost efficiency.

**5. Strategic Vision and Innovation:**

- Development and execution of strategic plans that align with company goals.
- Introduction of innovative practices or technologies that enhance service delivery.

**6. Compliance and Risk Management:**

- Adherence to industry regulations, health and safety standards, and company policies.
- Effective risk management, including proactive identification and mitigation of potential issues.

**7. Sustainability and Corporate Social Responsibility:**

- Promotion and implementation of sustainable practices within operations.
- Engagement in corporate social responsibility initiatives that benefit the community and environment.

**8. Peer and Industry Recognition:**

- Positive feedback and recognition from peers, clients, and industry bodies.
- Active participation in industry events and contributions to the advancement of the profession.

**Next Steps**

Finalists will be announced in June, at a date to be confirmed (please keep an eye on the website and our social media). Finalists will be asked to present to a panel of judges at a mutually convenient date and location over the summer. This judge may advise on what the presentation should include, at their discretion, otherwise finalists should elaborate on the information submitted in the written presentation, demonstrating why they are the best in field.

The winner is announced at the PFM Awards on 5 November 2025. Ideally, all finalists should be present at the Awards. If you are unable to attend, please do let us know in advance.

Please note that due to the number of submissions we receive, we are only able to offer feedback on those candidates selected as finalists. If you have any questions, email the PFM Editor at [amanda.vlietstra@imlgroup.co.uk](mailto:amanda.vlietstra@imlgroup.co.uk).