

2018 Stevie® Awards for Women in Business

ENTRY KIT

Complete instructions about how to prepare and submit nominations to the world's preeminent awards program for female entrepreneurs, executives, employees, and the organizations they run.



FOR WOMEN
IN BUSINESS



Entry Kit for the 2018 Stevie® Awards for Women in Business



We invite your organization to submit nominations to the 2018 (15th Annual) Stevie® Awards for Women in Business, the world's top honors for female entrepreneurs, executives, employees, and the organizations they run.

All organizations worldwide are eligible to participate in the awards: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. Last year's competition attracted more than 1,500 nominations from organizations in 25 nations.

The Stevie® Award trophy, the prize that is conferred in the Women in Business Awards and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of the world's largest and most famous companies have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to the Women in Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at www.StevieAwards.com/Women. All of this information is also available on the website.

We're pleased to introduce the Women|Future Conference as part of the Stevie Awards for Women in Business celebration on Friday, November 16. This one-day event will look at emerging trends in technology and business from the perspective of women in the workplace. Learn more about this program at www.WomenFutureConference.com.

We hope your organization will submit entries to the 2018 Stevie Awards for Women in Business. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Michael Gallagher, President, The Stevie Awards



Stevie Awards president Michael Gallagher talks about the awards.

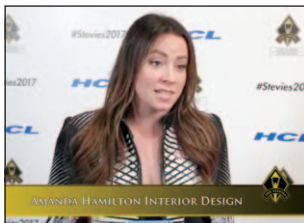
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● ● ● Monitor Stevie® Awards Social Media for Updates to the Calendar
2018 Calendar

- July 18 Early-bird entry deadline
- August 22 Entry deadline
- August 27–September 30 First-round judging
- September 28 Last day that late entries will be accepted with payment of \$55/entry late fee
- October 3 Finalists announced
- November 16 Results announced at awards dinner,
 Sheraton New York Times Square Hotel, New York

● ● ● What Some 2017 Stevie® Winners Say About Their Awards



Amanda Hamilton
Interior Design



Bank Leumi USA



Chargeback Gurus



Dynamic Dialog, Inc.



Estee Lauder



Flourish Nutritional Medicine



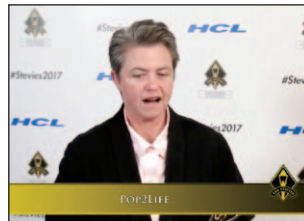
Full Sun
International Co. Ltd.



GingerMay PR



HCL



Pop2Life



Randa Habelrih



Starlinks PR and Events



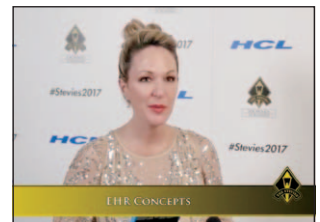
The Alpha Enterprise



Little Medical School



Extreme Reach



EHR Concepts

How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in one round that will begin in late August and conclude at the end of September. Judges will be recruited worldwide, will apply to judge on the Women in Business Awards website, and if accepted will be assigned to juries by Stevie Awards staff, based on their function, industry and experience.

All entries that receive an average score of at least 7.25 from the judges will be accorded Stevie Award status. The qualifying entry in each category with the highest average score will receive a Gold Stevie Award. Other qualifying entries with an average score of at least 8.0 will be designated as Silver Stevie winners, and will receive a silver medal. Remaining qualifying entries will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the option to purchase their Silver and Bronze Stevie trophies.

The Top 5 Awards

The Top 5 Awards are five best-of-competition prizes that will be presented to the organizations that submit the best collection of entries to the Stevie Awards for Women in Business, in their own name or in the names of one or more clients.

The winners of these prizes will be awarded the Grand Stevie Award trophy.

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the Stevie Awards for Women in Business, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5 points. Points cannot be counted more than once in calculating Top 5 Award winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

- 1 Visit the website at www.StevieAwards.com/Women and click the **READY? ENTER NOW** button at the top of any page.
- 2 Follow the instructions to complete the registration form that creates your entry-submission account (or login to your existing account).
- 3 Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.
- 4 Repeat the process as necessary to create and save additional entries.
- 5 When you've created all of your entries, select them and click the **SUBMIT SELECTED NOMINATIONS** button to begin the submission process.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card, bank check, or wire transfer.

Helpful Videos



Lesson 1: 10 Reasons to Enter the 2018 Stevie Awards for Women in Business



Lesson 2: How to Choose Categories for the 2018 Stevie Awards for Women in Business



Lesson 3: Tips for Preparing Great Nominations to the 2018 Stevie Awards for Women in Business



Lesson 4: How Past Winners Have Benefited from the Stevie Awards for Women in Business

	If Submitted Before July 19	If Submitted Before August 23	If Submitted After August 22 (Includes Late Fee)
INDIVIDUAL WOMEN AWARDS CATEGORIES			
1. Female Entrepreneur of the Year – Business Products – 10 or Less Employees	\$155	\$190	\$245
2. Female Entrepreneur of the Year – Business Products – 11 to 2,500 Employees	\$205	\$240	\$295
3. Female Entrepreneur of the Year – Business Products – More Than 2,500 Employees	\$255	\$290	\$345
4. Female Entrepreneur of the Year – Business Services – 10 or Less Employees	\$155	\$190	\$245
5. Female Entrepreneur of the Year – Business Services – 11 to 2,500 Employees	\$205	\$240	\$295
6. Female Entrepreneur of the Year – Business Services – More Than 2,500 Employees	\$255	\$290	\$345
7. Female Entrepreneur of the Year – Consumer Products – 10 or Less Employees	\$155	\$190	\$245
8. Female Entrepreneur of the Year – Consumer Products – 11 to 2,500 Employees	\$205	\$240	\$295
9. Female Entrepreneur of the Year – Consumer Products – More Than 2,500 Employees	\$255	\$290	\$345
10. Female Entrepreneur of the Year – Consumer Services – 10 or Less Employees	\$155	\$190	\$245
11. Female Entrepreneur of the Year – Consumer Services – 11 to 2,500 Employees	\$205	\$240	\$295
12. Female Entrepreneur of the Year – Consumer Services – More Than 2,500 Employees	\$255	\$290	\$345
13. Female Solo Entrepreneur of the Year	\$155	\$190	\$245
14. Female Innovator of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
15. Female Innovator of the Year – Government or Non-Profit – 11 to 2,500 Employees	FREE	FREE	\$55
16. Female Innovator of the Year – Government or Non-Profit – More Than 2,500 Employees	FREE	FREE	\$55
17. Female Executive of the Year – Business Products – 10 or Less Employees	\$155	\$190	\$245
18. Female Executive of the Year – Business Products – 11 to 2,500 Employees	\$205	\$240	\$295
19. Female Executive of the Year – Business Products – More Than 2,500 Employees	\$255	\$290	\$345
20. Female Executive of the Year – Business Services – 10 or Less Employees	\$155	\$190	\$245
21. Female Executive of the Year – Business Services – 11 to 2,500 Employees	\$205	\$240	\$295
22. Female Executive of the Year – Business Services – More Than 2,500 Employees	\$255	\$290	\$345
23. Female Executive of the Year – Consumer Products – 10 or Less Employees	\$155	\$190	\$245
24. Female Executive of the Year – Consumer Products – 11 to 2,500 Employees	\$205	\$240	\$295
25. Female Executive of the Year – Consumer Products – More Than 2,500 Employees	\$255	\$290	\$345
26. Female Executive of the Year – Consumer Services – 10 or Less Employees	\$155	\$190	\$245
27. Female Executive of the Year – Consumer Services – 11 to 2,500 Employees	\$205	\$240	\$295
28. Female Executive of the Year – Consumer Services – More Than 2,500 Employees	\$255	\$290	\$345
29. Female Executive of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
30. Female Executive of the Year – Government or Non-Profit – 11 to 2,500 Employees	FREE	FREE	\$55
31. Female Executive of the Year – Government or Non-Profit – More Than 2,500 Employees	FREE	FREE	\$55
32. Female Entrepreneur of the Year in Asia, Australia or New Zealand	\$255	\$290	\$345
33. Female Executive of the Year in Asia, Australia or New Zealand	\$255	\$290	\$345
34. Female Entrepreneur of the Year in Canada	\$255	\$290	\$345
35. Female Executive of the Year in Canada	\$255	\$290	\$345
36. Female Entrepreneur of the Year in Europe, the Middle East & Africa	\$255	\$290	\$345
37. Female Executive of the Year in Europe, the Middle East & Africa	\$255	\$290	\$345
38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America	\$255	\$290	\$345
39a. Most Innovative Woman of the Year – Advertising, Marketing & Public Relations	\$255	\$290	\$345
39b. Most Innovative Woman of the Year – Business Services	\$255	\$290	\$345
39c. Most Innovative Woman of the Year – Franchising	\$255	\$290	\$345
39d. Most Innovative Woman of the Year – Industry	\$255	\$290	\$345
39e. Most Innovative Woman of the Year – Government or Non-Profit	FREE	FREE	\$55
39f. Most Innovative Woman of the Year – Manufacturing	\$255	\$290	\$345
39g. Most Innovative Woman of the Year – Technology	\$255	\$290	\$345
40. Young Female Entrepreneur of the Year	\$155	\$190	\$245
41. Maverick of the Year	\$255	\$290	\$345
42. Lifetime Achievement – Business	\$255	\$290	\$345
43. Lifetime Achievement – Government or Non-Profit	\$255	\$290	\$345
44. Mentor or Coach of the Year – Business	\$255	\$290	\$345
45. Mentor or Coach of the Year – Government or Non-Profit	\$255	\$290	\$345
46. Women Helping Women – Business	\$255	\$290	\$345
47. Women Helping Women – Government or Non-Profit	\$205	\$240	\$295
48a. Female Employee of the Year – Business	FREE	FREE	\$55
48b. Female Employee of the Year – Government or Non-Profit	FREE	FREE	\$55

READY? ENTER NOW



ENTRY FEES

→ *Continued*

	If Submitted Before July 19	If Submitted Before August 23	If Submitted After August 22 (Includes Late Fee)
INDIVIDUAL WOMEN AWARDS CATEGORIES – <i>Continued</i>			
49a. Woman of the Year – Advertising, Marketing & Public Relations	\$255	\$290	\$345
49b. Woman of the Year – Business Services	\$255	\$290	\$345
49c. Woman of the Year – Franchising	\$255	\$290	\$345
49d. Woman of the Year – Industry	\$255	\$290	\$345
49e. Woman of the Year – Government or Non-Profit	FREE	FREE	\$55
49f. Woman of the Year – Manufacturing	\$255	\$290	\$345
49g. Woman of the Year – Technology	\$255	\$290	\$345
COMPANY/ORGANIZATION (WOMEN-OWNED OR -LED) AWARDS CATEGORIES			
50. Company of the Year – Business Products – 10 or Less Employees	\$205	\$240	\$295
51. Company of the Year – Business Products – More Than 10 Employees	\$455	\$490	\$545
52. Company of the Year – Business Services – 10 or Less Employees	\$205	\$240	\$295
53. Company of the Year – Business Services – More Than 10 Employees	\$455	\$490	\$545
54. Company of the Year – Consumer Products – 10 or Less Employees	\$205	\$240	\$295
55. Company of the Year – Consumer Products – More Than 10 Employees	\$455	\$490	\$545
56. Company of the Year – Consumer Services – 10 or Less Employees	\$205	\$240	\$295
57. Company of the Year – Consumer Services – More Than 10 Employees	\$455	\$490	\$545
58. Organization of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
59. Organization of the Year – Government or Non-Profit – More Than 10 Employees	FREE	FREE	\$55
60a. Startup of the Year – Business Products Industries	FREE	FREE	\$55
60b. Startup of the Year – Business Services Industries	FREE	FREE	\$55
60c. Startup of the Year – Consumer Products Industries	FREE	FREE	\$55
60d. Startup of the Year – Consumer Services Industries	FREE	FREE	\$55
61. Most Innovative Company of the Year – 10 or Less Employees	\$205	\$240	\$295
62. Most Innovative Company of the Year – More Than 10 Employees	\$455	\$490	\$545
63. Fastest Growing Company of the Year	\$205	\$240	\$295
64. Community Involvement Program of the Year	\$205	\$240	\$295
65. Management Team of the Year – 10 or Less Employees	\$205	\$240	\$295
66. Management Team of the Year – More Than 10 Employees	\$455	\$490	\$545
67. Women-Run Workplace of the Year – 10 or Less Employees	\$205	\$240	\$295
68. Women-Run Workplace of the Year – More Than 10 Employees	\$455	\$490	\$545
ACHIEVEMENT AWARDS CATEGORIES (NEW FOR 2018)			
87. Achievement in Equal Pay	\$350	\$385	\$440
88. Achievement in Developing and Promoting Women	\$350	\$385	\$440
89. Achievement in Promoting Work-Life Balance	\$350	\$385	\$440
90. Achievement in Women-related Corporate Social Responsibility	\$350	\$385	\$440
NEW PRODUCT & SERVICE (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES			
	\$205	\$240	\$295
COMMUNICATIONS & MARKETING (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES			
	\$455	\$490	\$545
MEDIA (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES			
	\$255	\$290	\$345

Categories

The following is a list of all categories in the Stevie Awards for Women in Business. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group

► Achievement Categories (new for 2018)

These new categories will recognize the achievements of organizations that are working to make the workplace and the world at large fairer, safer and more supportive to women. Any organization—not just those that are owned or run by women—may submit nominations to these categories.

Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated organization's achievements in the category since July 1, 2017
 2. A biography of up to 125 words of the leader of the nominated organization
 3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.
- 87. Achievement in Equal Pay.** This category will recognize the achievements since July 1, 2017 of organizations that have taken active measures to ensure that women in their employ receive equal pay for the same work performed by men.
- 88. Achievement in Developing and Promoting Women.** This category will recognize the achievements since July 1, 2017 of organizations that have taken active measures to support and develop the careers of women in their employ and to help those women climb the corporate ladder to executive positions.
- 89. Achievement in Promoting Work-Life Balance.** This category will recognize the achievements since July 1, 2017 of organizations that have taken active measures to meet the work-life balance needs and requirements of women. Examples might include flexible work arrangements, pregnancy accommodation, provision of day care, etc.
- 90. Achievement in Women-related Corporate Social Responsibility.** This category will recognize the achievements since July 1, 2017 of organizations whose corporate social responsibility (CSR) programs or activities aim to advance the well-being of women of any age outside the workplace, in any situation, anywhere in the world.



► Individual Women Awards Categories

These categories will recognize the achievements since July 1, 2017 of individual female entrepreneurs, executives and employees.

Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated individual's achievements in the category since July 1, 2017
2. A biography of up to 125 words of the nominee
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

The entrepreneur categories are for women who founded their organizations. The executive categories are for women who run all or some part organizations founded by others.

Employee totals are for the entire organization.

1. **Female Entrepreneur of the Year – Business Products – 10 or Less Employees**
2. **Female Entrepreneur of the Year – Business Products – 11 to 2,500 Employees**
3. **Female Entrepreneur of the Year – Business Products – More Than 2,500 Employees**
4. **Female Entrepreneur of the Year – Business Services – 10 or Less Employees**
5. **Female Entrepreneur of the Year – Business Services – 11 to 2,500 Employees**
6. **Female Entrepreneur of the Year – Business Services – More Than 2,500 Employees**
7. **Female Entrepreneur of the Year – Consumer Products – 10 or Less Employees**
8. **Female Entrepreneur of the Year – Consumer Products – 11 to 2,500 Employees**
9. **Female Entrepreneur of the Year – Consumer Products – More Than 2,500 Employees**
10. **Female Entrepreneur of the Year – Consumer Services – 10 or Less Employees**
11. **Female Entrepreneur of the Year – Consumer Services – 11 to 2,500 Employees**
12. **Female Entrepreneur of the Year – Consumer Services – More Than 2,500 Employees**
13. **Female Solo Entrepreneur of the Year:** This category will recognize the achievements of women business owners who work alone.
14. **Female Innovator of the Year – Government or Non-Profit – 10 or Less Employees**
(This category has no entry fee)
15. **Female Innovator of the Year – Government or Non-Profit – 11 to 2,500 Employees**
(This category has no entry fee)
16. **Female Innovator of the Year – Government or Non-Profit – More Than 2,500 Employees**
(This category has no entry fee)
17. **Female Executive of the Year – Business Products – 10 or Less Employees**
18. **Female Executive of the Year – Business Products – 11 to 2,500 Employees**
19. **Female Executive of the Year – Business Products – More Than 2,500 Employees**
20. **Female Executive of the Year – Business Services – 10 or Less Employees**
21. **Female Executive of the Year – Business Services – 11 to 2,500 Employees**
22. **Female Executive of the Year – Business Services – More Than 2,500 Employees**
23. **Female Executive of the Year – Consumer Products – 10 or Less Employees**
24. **Female Executive of the Year – Consumer Products – 11 to 2,500 Employees**
25. **Female Executive of the Year – Consumer Products – More Than 2,500 Employees**
26. **Female Executive of the Year – Consumer Services – 10 or Less Employees**

27. Female Executive of the Year – Consumer Services – 11 to 2,500 Employees
28. Female Executive of the Year – Consumer Services – More Than 2,500 Employees
29. Female Executive of the Year – Government or Non-Profit – 10 or Less Employees
(This category has no entry fee)
30. Female Executive of the Year – Government or Non-Profit – 11 to 2,500 Employees
(This category has no entry fee)
31. Female Executive of the Year – Government or Non-Profit – More Than 2,500 Employees
(This category has no entry fee)
32. Female Entrepreneur of the Year in Asia, Australia or New Zealand
33. Female Executive of the Year in Asia, Australia or New Zealand
34. Female Entrepreneur of the Year in Canada
35. Female Executive of the Year in Canada
36. Female Entrepreneur of the Year in Europe, the Middle East & Africa
37. Female Executive of the Year in Europe, the Middle East & Africa
38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America
39. **Most Innovative Woman of the Year:** These categories will recognize individual women for the innovations they initiated, developed, or launched since the beginning of July 2017. Choose the category that corresponds to your nominee's industry, not her job function.
 - a. Advertising, Marketing & Public Relations
 - b. Business Services
 - c. Franchising
 - d. Industry
 - e. Government or Non-Profit
 - f. Manufacturing
 - g. Technology
40. **Young Female Entrepreneur of the Year:** This category will recognize the achievements of female entrepreneurs who at some point since July 1, 2017 were under the age of 30.
41. **Maverick of the Year:** This category will recognize the achievements of female individuals who have affected positive change on their companies and/or industries.
42. **Lifetime Achievement – Business**
43. **Lifetime Achievement – Government or Non-Profit:** These categories will recognize individual executives and entrepreneurs who have achieved accomplishments of significance over their entire careers. There is no eligibility period requirement for these categories.
44. **Mentor or Coach of the Year – Business**
45. **Mentor or Coach of the Year – Government or Non-Profit:** These categories will recognize the achievements of women who provided support and guidance to other women in the workplace.
46. **Women Helping Women – Business**
47. **Women Helping Women – Government or Non-Profit:** These categories will recognize the achievements of women who provided support and assistance to women in their communities.
48. **Female Employee of the Year:** This category will recognize the achievements of non-executive female employees. **There is no entry fee for this category.**
 - a. Business
 - b. Government or Non-Profit
49. **Woman of the Year:** These categories will recognize individual women, regardless of their titles, positions, or entrepreneurial or executive status, for their achievements since July 1, 2017, in the following industry sectors
 - a. Advertising, Marketing & Public Relations
 - b. Business Services
 - c. Franchising
 - d. Industry
 - e. Government or Non-Profit
 - f. Manufacturing
 - g. Technology

► **Company/Organization (Women-Owned or -Led) Awards Categories**

These categories will recognize the achievements since July 1, 2017 of women-owned and -run organizations worldwide. To be eligible for these categories, an organization must be at least 50% owned by one or more women, **and/or** have a woman as its chief executive and at least 40% of its management team comprised of women.

Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated organization's achievements in the category since July 1, 2017
2. A biography of up to 125 words of the leader of the nominated organization
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Note that employee totals are for the entire organization.

- 50. Company of the Year – Business Products – 10 or Less Employees**
- 51. Company of the Year – Business Products – More Than 10 Employees**
- 52. Company of the Year – Business Services – 10 or Less Employees**
- 53. Company of the Year – Business Services – More Than 10 Employees**
- 54. Company of the Year – Consumer Products – 10 or Less Employees**
- 55. Company of the Year – Consumer Products – More Than 10 Employees**
- 56. Company of the Year – Consumer Services – 10 or Less Employees**
- 57. Company of the Year – Consumer Services – More Than 10 Employees**
- 58. Organization of the Year – Government or Non-Profit – 10 or Less Employees**
(This category has no entry fee)
- 59. Organization of the Year – Government or Non-Profit – More Than 10 Employees**
(This category has no entry fee)
- 60. Startup of the Year:** These categories will recognize the achievements since July 1, 2017 of organizations that *began operations* after July 1, 2016.
There are no entry fees for these categories.
 - a. Business Products Industries**
 - b. Business Services Industries**
 - c. Consumer Products Industries**
 - d. Consumer Services Industries**
- 61. Most Innovative Company of the Year – 10 or Less Employees**
- 62. Most Innovative Company of the Year – More Than 10 Employees**
- 63. Fastest Growing Women-Owned or -Led Company of the Year**
- 64. Community Involvement Program of the Year at a Women-Owned or -Led Organization**
- 65. Management Team of the Year at a Women-Owned or -Led Organization – 10 or Less Employees**
- 66. Management Team of the Year at a Women-Owned or -Led Organization – More Than 10 Employees**
- 67. Women-Run Workplace of the Year – 10 or Less Employees**
- 68. Women-Run Workplace of the Year – More Than 10 Employees**

► **New Product & Service (Developed for/by Women) Awards Categories**

These categories will recognize new products and services introduced to the marketplace since July 1, 2017, created by or for women.

Entries in these categories require the following:

1. An essay of up to 525 words describing the nominated product or service: its features, functions, benefits, and performance to date
2. A biography of the leader of the team that developed the new product or service (up to 125 words)
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These might include product reviews, product demonstration videos, photographs, etc.

70. Best New Product or Service of the Year – Business Products

71. Best New Product or Service of the Year – Business Services

72. Best New Product or Service of the Year – Consumer Products

73. Best New Product or Service of the Year – Consumer Services

► **Communications & Marketing (Developed for/by Women) Awards Categories**

Entries in these categories require the following:

1. An essay of up to 525 words describing the nominated campaign: its genesis, development, planning, commission, and performance to date.
2. A biography of the leader of the team that developed the campaign (up to 125 words)
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These might include news clippings, work samples, videos, photographs, etc.

80. Communications or PR Campaign of the Year: Recognizing excellence in public relations, press relations, and publicity programs by or for women since July 1, 2017. These categories have been expanded for 2018.

- a. Arts & Entertainment:** campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.
- b. Communications Research:** recognizing research conducted for the development of business/communication strategies.
- c. Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
- d. Corporate Communications:** campaigns/programs that enhance a company's overall reputation through corporate communications.
- e. Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.
- f. Environmental:** campaigns/programs focused on an environmental issue with substantial results for society.
- g. Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
- h. Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.
- i. Healthcare:** campaign/programs in the healthcare sector, including business-to-business and consumer campaigns.

- j. **Internal Communications:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members. Separate awards will be conferred in this category to organizations with up to, and more than, 100 employees.
 - k. **Investor Relations:** campaigns/programs undertaken to communicate information to a company's investors and the investment community and/or to manage the company's relationship with investors.
 - l. **Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
 - m. **Low Budget (under \$10,000/€ 8500):** campaigns/programs that cost no more than \$10,000/€ 8500 to plan and implement.
 - n. **Marketing – Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.
 - o. **Marketing – Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
 - p. **Marketing – Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
 - q. **Media Relations:** recognizing effective traditional media relations in a PR campaign.
 - r. **Multicultural:** campaigns/programs specifically targeted to a cultural group.
 - s. **New Product Launch:** campaigns/programs undertaken to introduce a new product or service to the marketplace.
 - t. **Reputation/Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
 - u. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
 - v. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.
 - w. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.
 - x. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity.
 - y. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns.
 - z. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.
- 81. Marketing Campaign of the Year:** Recognizing excellence in marketing by or for women since July 1, 2017. Advertising campaigns are comprised of paid media only. Marketing campaigns may include a combination of paid media and other types of communication.
- a. **Business-to-Business Advertising Campaign of the Year**
 - b. **Business-to-Business Marketing Campaign of the Year**
 - c. **Consumer Advertising Campaign of the Year**
 - d. **Consumer Marketing Campaign of the Year**
 - e. **Mobile Marketing Campaign of the Year**
 - f. **Online Marketing Campaign of the Year**
 - g. **Retail/Merchandising Marketing Campaign of the Year**
 - h. **Small-Budget Marketing Campaign of the Year (<\$3 million/€2.5 million)**
 - i. **Viral Marketing Campaign of the Year**

► Media (Developed for/by Women) Awards Categories

Entries in these categories require the following:

1. An essay of up to 200 words describing the nominated work: its purpose and results to date.
2. The nominated work itself, which you should upload to our server via the uploading tool on our online entry form.
3. Optionally, you can provide creative and production credits for the work, such as writers, creative directors, and programmers.

82. Website or Blog of the Year: Recognizing excellence in web sites and blogs created and maintained by or for women. There is no eligibility period requirement for this category – it doesn't matter when the site or blog was first published.

83. Event of the Year: Recognizing events of all types staged *for* women since July 1, 2017.

84. Smartphone or Tablet App of the Year: Recognizing excellence in smartphone and tablet apps produced by or for women. Entries in this category require a demonstration video of the app of up to three (3) minutes in length.

85. Video of the Year: Recognizing excellence in videos produced by or for women since July 1, 2017.

► HCL's Red Ladder Women in Technology Categories **HCL**

Only nominees with a special sponsor-supplied promotion code may submit nominations to these categories.

92. Leader in Transforming Customer Engagement

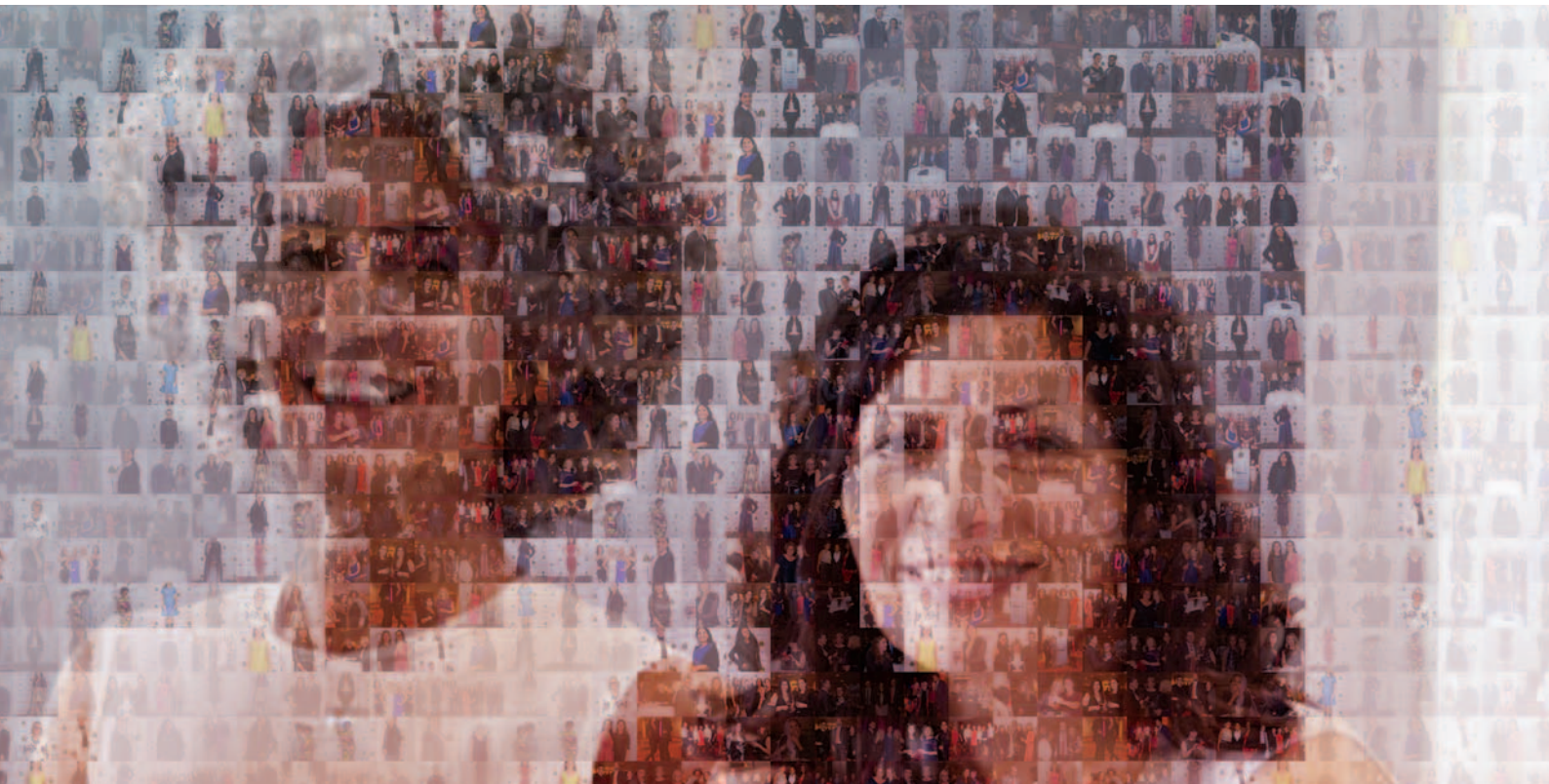
93. Excellence in Transforming Business

94. Digital Transformer of the Year

95. Leader in Operational excellence

96. Leadership in NextGen Technology

97. Transformational Sourcing Relations Leadership



● ● ● Entry Preparation Tips

1. Write Your Entries Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries on the fly online—if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2. Include Supporting Materials and Links

For most categories, attaching supporting files or web URLs to your entries is optional. But we strongly recommend that if you have no other materials to append to your entry, you at least provide the URL to your organization's website, so that the judges have access to some additional, basic information about your organization

3. Focus on Achievements During the Eligibility Period

The eligibility period for the 2018 Stevie Awards for Women in Business extends from July 1, 2017 through September 28, 2018. (There is no eligibility timeframe for app, website/blog, and lifetime achievement entries.) While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

If you're a PR or marketing agency and you want to submit entries on behalf of multiple clients, you don't have to create separate entry-submission accounts in our online system for each client. Instead, create one account in your agency's name, with your agency's contact information and description in the account. Then begin each entry's title with the name of the client; for example, "ABC Company: Jane Smith, CEO" or "XYZ Company: The XYZ Company Website." That will be our cue that you intended to submit the entries in your clients' names, and we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

5. Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, and click your links in it to ensure that they are valid and will present to the judges the content you would like them to see.

6. Video Entries and Other Media Materials

When you attach materials to your entries for judges' review, consider that judges have only a few minutes to review and rate each entry. They do not have time to wait many minutes to download materials from Hightail, Dropbox, Box.com, or similar services. Your attachments should be directly downloadable and immediately accessible to judges.

If you want the judges to review a video, we prefer that you provide a link to a hosted version on YouTube, Vimeo, or a similar service that will begin to play instantaneously when a judge wants to access it. If you absolutely cannot do that, we encourage you to upload your video file to our server.

10 Reasons Why You Should Enter

1. Entering the Stevie Awards for Women in Business is a cost-effective way to thank and honor your valued employees and to build or burnish your brand.
2. The entry fees are nominal compared to the publicity boon your firm can reap when you become a Stevie® winner.
3. Small organizations have just as much chance to win a Stevie as big companies do. Every year, household-name companies are joined in the winners' circle by small and medium-size organizations that are still building their brands.
4. There are dozens of categories covering every aspect of work life, from management and entrepreneurship, to marketing and public relations, to product development, innovation and more.
5. If you're an advertising agency, marketing consultancy or media production company, your work will be reviewed and honored by potential *clients*, not just your competitors, and there are many categories for marketing campaigns, web sites and blogs, smartphone and tablet apps, publications, video productions, live events, and other media creative for or by women.
6. Many of the world's top business executives will review your nominations during the judging process, and you'll have access to all of their comments about your entries: an invaluable resource.
7. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 24,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.
8. When you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of 500+ women and their guests from around the world...during an internationally-broadcast awards dinner. This year's event will take place on November 16 in New York City.
9. The Stevie Award is one of the world's most coveted prizes.
10. As Stevie winner you'll get a range of **free tools** that you can use to promote your award.



● ● ● Terms & Conditions of the Competition

The following are the terms and conditions of entry to the 2018 Stevie® Awards for Women in Business. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

Entry Fees

Entry Fees differ per category and are **listed on the awards web site**. Entry fees must be paid before entries will be submitted to judges for review.

You may withdraw one or more entries from the competition and receive a refund of entries fees paid for those entries through August 22, 2018. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after August 22 we must submit your entries for judging *before* entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

Acceptance of Stevie Awards Correspondence

Every entrant has a designated point of contact: a single person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after Finalists are announced in October. Your organization's point of contact agrees to:

- Whitelist the email address **help@stevieawards.com**, from which most of our email correspondence will come
- Read all email correspondence from us promptly and respond as requested or required

Maintenance of Your Entry Account Information

Your organization's entry-submission account on the Stevie Awards for Women in Business website, through which your entries are submitted, will contain the contact information for your point of contact, including that person's name, postal mailing address, email address, and telephone number. Your organization's point of contact agrees to maintain the information in this entry-submission account and update it if and when necessary. The entry-submission account may be logged into at any time at **<https://women.stevieawards.com/member>**.

Final Decision

In the event of a dispute as to the category in which an entry(s) will be judged, the decision of the Stevie Awards staff will prevail. Judges may recommend that an entry be switched to a different category, and at their discretion Stevie Awards staff may change an entry's category.

Any offline materials submitted as part of your entries will not be returned.

Payment of Shipping Fees

Stevie Award winners who are not represented at the November 16, 2018 awards banquet to accept their award(s) will be assessed a shipping fee for their award(s). Only sponsors and honorary nominees will not have to pay shipping fees. Shipping fees payable will be as follows:

- U.S. \$65 per Gold Stevie Award trophy
- U.S. \$20 per Silver or Bronze Medal

If you are liable to pay shipping fees, they will be automatically charged to the credit card to which entry fees were charged, approximately 10 days after each of the awards events, unless you first provide us with an alternate means of payment. Your organization's point of contact with us will receive an email in advance of the charge, noting the date that the charge will be made. If entry fees were not charged to a credit card, you will be invoiced for your shipping fees and payment is due upon receipt of your invoice. That invoice will be emailed to your point of contact.

Non-payment of shipping fees is *not* an option: if you submit entries to the Stevie Awards for Women in Business, you agree to pay the fees due if any awards you win are not accepted at the November 16 awards banquet. You may *not* opt out of paying them by asking to *not* receive your awards.

See the section above headed **Maintenance of Your Entry Account Information**. We reserve the right to charge you shipping fees *twice* if your award shipment is returned to us because the shipping address in your entry-submission account is wrong, or you otherwise did not provide us with an alternate shipping address, and your awards are returned as undeliverable to us or to one of our award manufacturers.

Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on the Stevie Awards for Women in Business web site approximately one month after the final results are announced. Gold Stevie Award winners will be given the opportunity to redact any confidential or non-public information from their entries before publication. If you should have one or more Gold Stevie Award-winning entries in the 2018 awards, you agree to respond promptly to our request for edits or redactions to those entries before publication.

Failure to comply with these Terms & Conditions will render your entries ineligible. Entry fees will not be refunded.



Women | Future

2018 CONFERENCE

November 16, 2018 | Sheraton Times Square New York Hotel
WomenFutureConference.com

Presented by



THE STEVIE® AWARDS FOR
WOMEN IN BUSINESS

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This one-day conference for working women will address the most pressing business issues of tomorrow, from artificial intelligence and robotics to cybersecurity and international trade, from the perspective of how they will affect women entrepreneurs, executives, employees in all industries in the future—their careers and their business. With plenty of structured networking opportunities and case studies from past Stevie® winners and this year's nominees, this is the one-day event you won't want to miss.



[READY? ENTER NOW](#)

www.StevieAwards.com/Women



The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes.

Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

The theme image for the 2018 Stevie Awards for Women in Business is composed of photographs from the past three years' awards presentations.



FOR WOMEN
IN BUSINESS

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The Stevie Awards

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