



THE INTERNATIONAL
BUSINESS AWARDS®



The 22nd Annual International Business Awards®

2025 ENTRY KIT

www.StevieAwards.com/IBA

WELCOME

We invite your organization to submit nominations to The 2025 (22nd Annual) International Business Awards®, the world's top honors for achievement in the workplace.

All organizations worldwide may submit nominations to the IBAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2024 competition attracted more than 3,600 nominations from organizations of all types.

The Stevie® Award trophy, the prize that is conferred in The International 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 organizations 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 International Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are two entirely new category groups - for Individual Professionals, and for Podcasts - and new categories sprinkled throughout most of the other category groups. We encourage you to explore them all.

Eligibility extends from 1 January 2023 through the date on which you submit your nominations. Nominations that won in the 2024 IBAs may be resubmitted for consideration in the 2025 IBAs. If they have not been updated, they must be submitted to categories different from those in which they won.

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/IBA. All of this information is also available on the website.

The Gold, Silver, and Bronze Stevie Award winners will be announced on 13 August, and celebrated during a gala event in Europe in mid-October. Attendance is not required to win.

We hope your organization will submit entries to The International Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

MAGGIE MILLER

President, The Stevie® Awards



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2025 CALENDAR

19 MARCH 2025	Webinar: How to Prepare Effective Nominations for The International Business Awards®
9 APRIL 2025	Early-bird entry deadline
7 MAY 2025	Entry deadline
2 JUNE 2025 – 28 JULY 2025	Judging of the 2025 Awards
11 JUNE 2025	Late entry deadline
12 AUGUST 2025	Gold, Silver & Bronze Stevie Award winners notified
13 AUGUST 2025	Stevie® winners publicly announced
14 AUGUST 2025 – 12 SEPTEMBER 2025	Public Voting for the Stevie Awards for Favorite Companies
OCTOBER 2025	Awards banquet European setting and date to be confirmed





THE 2024 AWARDS

THE COMPLETE LIST OF 2024 WINNERS



WATCH THE INDIVIDUAL AWARDS PRESENTATION VIDEOS



BROWSE PHOTOGRAPHS OF THE AWARDS PRESENTATIONS



WATCH INTERVIEWS WITH STEVIE WINNERS



SELECTION OF 2024 WINNERS



AWARDS PROCESS

Judging of entries will be conducted in May-August. Judges will be recruited worldwide, will be invited, or will apply to judge on The International Business Awards® website and, if accepted, will be assigned to category groups by Stevie Awards staff based on their industry, function, and experience. A judge will not be assigned categories to which their own organization has submitted entries.

During the judging, each entry will be reviewed and rated by no fewer than five (5) judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Rating will be done on a scale of 1-10.

All entries that receive an average score of at least 7.75 out of a possible 10 when judging is completed, regardless of category, will automatically be eligible for Gold, Silver, or Bronze Stevie Award status. The qualifying entry in each category with the highest average score after judging is completed will receive a Gold Stevie Award. Any entries with a final average score of at least 8.25 will be designated as Silver Stevie winners and those with a score of 7.75 to 8.24 will be designated as Bronze Stevie winners.

The veracity of claims made in entries may be audited. Any entry found to contain false or misleading information will be disqualified. Gold Stevie-winning entries will be published on The International Business Awards website. Winners will have the opportunity to redact any confidential or non-public information from their entries before publication.



BEST OF THE IBA AWARDS



The Best of the IBA Awards are best-of-competition prizes that will be awarded to the organizations that submit the best body of work to the competition, 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.

The awards for consideration are:

Organization the Year: Presented to the organization with the most award points earned in the 2025 competition

Most Honored Marketing Agency: Presented to the marketing agency that garnered the most award points, in their own name or in the names of clients

Most Honored Public Relations Agency: Presented to the PR agency that garnered the most award points, in their own name or in the names of one or more clients

Highest-rated Nomination of the Year: Presented to the organization that submitted the highest-scoring nomination in the entire competition

Highest-rated New Product or Service of the Year: Presented to the organization that submitted the highest-scoring nomination in the New Product or Service categories

HEAR FROM PAST WINNERS

” Winning a Stevie® Award for international expansion recognizes our ability to successfully grow and expand business operations beyond our home country's borders, demonstrating competence in navigating the complexities of foreign markets while maintaining the quality of our solutions and services.

- **PREMJIT WAJEER**
Brightpoint Infotech

” Being recognized with a Stevie Award fills us with pride, reinforcing our belief in the profound impact of strategic communications on businesses. This recognition inspires us to innovate further and set new industry standards. Thanks to the Stevie Awards and our clients for their trust, and thank you to the Otter PR team for their exceptional contributions to the field of communications.

- **SYLVIA MENDOZA**
Micro Merchant Systems

” Stevie Awards is undoubtedly one of the most prestigious awards for businesses and we at Valasys Media are thrilled to have won Gold. We would like to take this opportunity to thank everyone at Stevie Awards, our fellow nominees, and above all, everyone at Valasys Media who are the heart and soul of this organization

- **MOHAMMAD TAREEQ**
Valasys Media

” The most important part of winning the Stevie Award is that the publicity enables us to reach that many more people new to cancer. In the US alone, that will be 2 million people in 2023. With every share, our next-gen patient education experience is helping more people achieve their best possible treatment results.

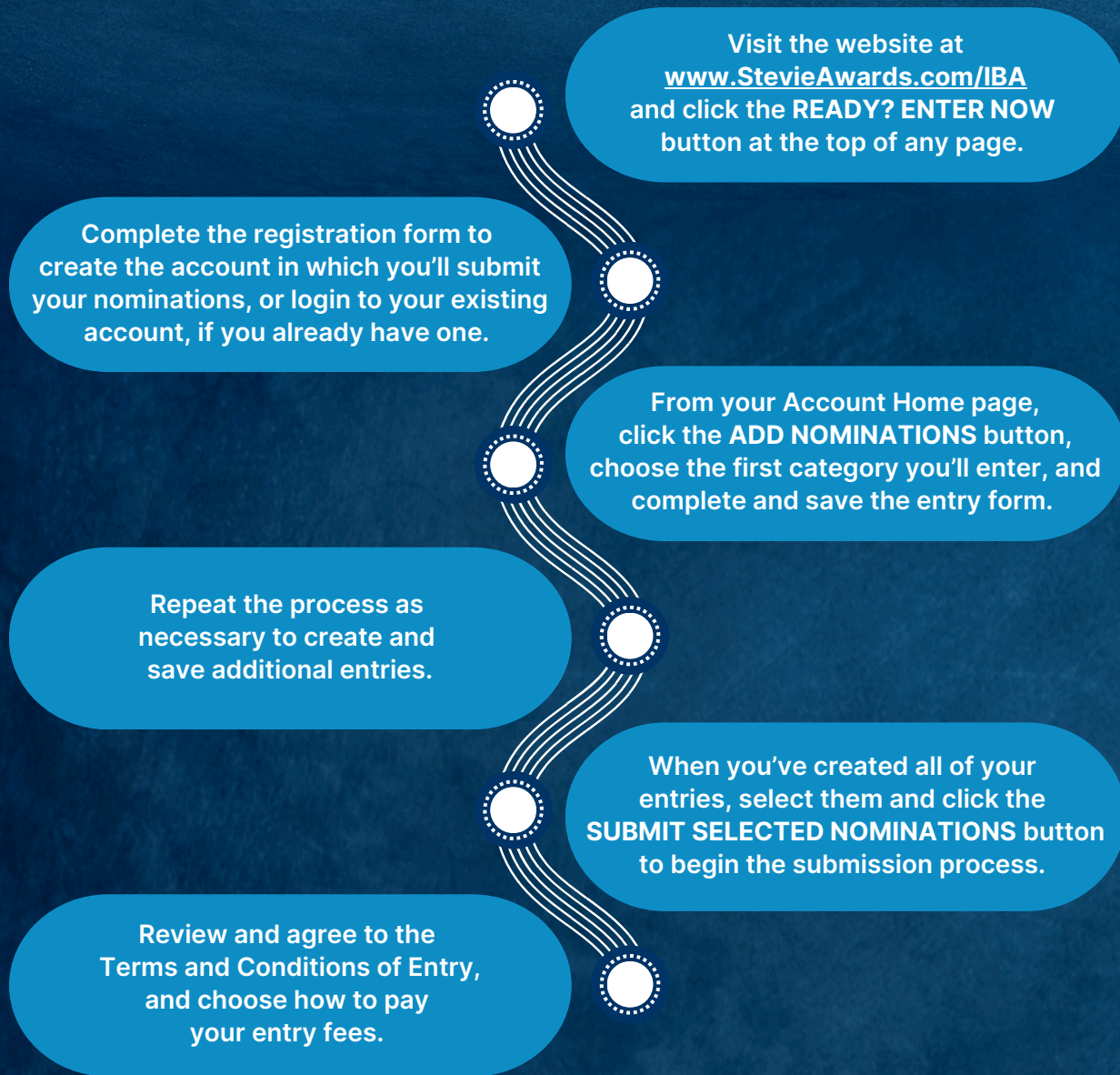
- **RISA ARIN**
XpertPatient LLC

” Winning the Stevie Award reaffirms the dedication of our global team and our mission to deliver unparalleled IT solutions across continents. As we cherish this milestone, we remain excited about the horizons yet to be explored and the innovations yet to be introduced to our global clientele.

- **PHAN THE DZUNG**
RIKKEISOFT



HOW TO ENTER



SUBMISSIONS IN ENGLISH

We require that nominations be submitted in English so that we may recruit professionals worldwide to be judges.

If you and your colleagues are not English speakers and are unable to write or read the language, we recommend that you do the following:

1. Write your nomination(s) in your native language.
2. Use **Google Translate** or a similar online translation tool to translate your nomination into English.
3. While the automated translation of your nomination to English may not be perfect, it will be good enough to communicate the gist of your achievements to judges.
4. So that the judges will know that you used an automated translation tool to convert your nomination into English, we recommend that when you submit your nomination into our online entry system you begin your nomination with this first sentence, in English:

"An automated translation tool was used to translate this nomination into English."

The judges will then know to overlook any grammatical or spelling errors made by the translation tool.

THE ELEMENTS OF AN EFFECTIVE STEVIE® AWARDS NOMINATION

1

Effective Nominations Are Focused on the Eligibility Period

The eligibility period for the 2025 awards extends from 1 January 2023 through the date on which you submit your nominations. While it's OK to briefly mention achievements from before that window, your nominations should be focused on achievements during this window.

2

Effective Nominations Relate the Cited Achievement(s) to Their Benefits

The judges want to know about your achievements, but they also want to know how those achievements have benefited others: your organization, your colleagues, your customers, your community, etc. Make sure your nominations include explanations of these outcomes.

3

Effective Nominations Are Supported by Materials to Back up Your Claims

The judges want to see that you can back up the claims you make in your nominations with validating materials. These might include customer testimonials, press clippings, product reviews, etc. You may attach web page links, or upload files such as videos, photos, PDFs, and other documents to your nominations.



ENTRY FEES

Entry fees have been raised \$10 from 2024. Current entry fees for all categories in The 2025 International Business Awards® are summarized in a PDF document which you may [download here](#).

A separate fee is required for each category in which an entry is submitted. No refunds will be made after 7 May 2025.

Entries submitted after 7 May will be assessed a late fee of \$55 (per entry) in addition to the entry fee, but will not be penalized in any way in the judging. The late fee is reflected in the PDF file.

ACCEPTABLE METHODS OF PAYMENT

- **Credit Card:** American Express, MasterCard, and Visa
- **Cheque:** Written on a U.S. bank in U.S. dollars, payable to Stevie Awards, Inc.
- **Wire:** Payment in U.S. dollars may be wired. After you have submitted your entries you will have access to an invoice with wire transfer instructions.

2025 AWARDS CATEGORIES

The International Business Awards® accept entries in scores of categories, grouped as follows. *Nominations that won in the 2024 IBAs may be resubmitted for consideration in the 2025 IBAs. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.*

ACHIEVEMENT CATEGORIES	>	MARKETING CATEGORIES	>
APP CATEGORIES	>	NEW PRODUCT & PRODUCT MANAGEMENT CATEGORIES	>
COMPANY/ORGANIZATION CATEGORIES	>	PODCAST CATEGORIES New for 2025.	>
CORPORATE COMMUNICATIONS & PUBLIC RELATIONS CATEGORIES	>	PUBLICATION CATEGORIES	>
CREATIVE CATEGORIES	>	SOCIAL MEDIA CATEGORIES	>
CUSTOMER SERVICE CATEGORIES	>	SUPPORT CATEGORIES	>
ENTREPRENEUR CATEGORIES	>	SUSTAINABILITY CATEGORIES	>
EVENT CATEGORIES	>	TECHNOLOGY CATEGORIES	>
HUMAN RESOURCES CATEGORIES	>	THOUGHT LEADERSHIP CATEGORIES	>
INDIVIDUAL CATEGORIES New for 2025.	>	VIDEO CATEGORIES	>
MANAGEMENT CATEGORIES	>	WEBSITE CATEGORIES	>

ENTRY PREPARATION TIPS

1 Write Your Entries Offline 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 spontaneously online - if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2 Add Supporting Materials & Links

For most categories, attaching supporting files or web URLs to your entries is optional. 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 2025 International Business Awards® extends from 1 January 2023 through 11 June 2025. *(There is no eligibility timeframe for website or app entries.)* While your entries may make reference to achievements from before this period, they should focus extensively on achievements during this eligibility period.

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, create one account in your agency's name, with your agency's contact information and description. Begin each entry's title with the name of the client. Then 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

Your attachments should be directly downloadable and immediately accessible. If you wish to include a video, a link to a version hosted on YouTube, Vimeo, or a similar service that plays instantaneously is preferred. If you absolutely cannot do that, we encourage you to upload your video file to our server.

7 Giving Titles to Your Entries

When titling your entries it is not necessary to include the category name in the title - the category will be very apparent to judges when they review your entries. When titling the nomination of an individual person, the ideal title is just the person's name and job title. Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.



RULES, TERMS & CONDITIONS OF ENTRY

The following are the terms and conditions of entry to The 2025 International Business Awards®. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



PAYMENT OF SHIPPING FEES



PUBLICATION OF STEVIE-WINNING ENTRIES



NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



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



10 REASONS WHY YOU SHOULD ENTER

1

Entering the IBAs 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.

4

Categories cover every aspect of business, from finance to marketing and product development to human resources.

5

Your work will be reviewed and honored by potential clients, not just your competitors.



6

Gain access to comments about your entries and organization from judges including many of the world's top business leaders.

7

Winners will be promoted across the Stevies website and social media as well as in email newsletters.

8

Winners have the opportunity to make a 30-second acceptance speech before an international audience during the awards dinner.

9

The Stevie Award is one of the world's most coveted prizes, designed by the same company that makes the Oscar and other major awards.

10

Get a range of free tools that you can use to promote your award, including winner logos and press release templates.

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 the workplace to organizations and individuals in more than 70 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.

RESOURCES TO HELP YOU PREPARE YOUR ENTRY

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your International Business Awards® entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. We recommend the following:

Boost Awards, Chris Robinson, info@boost-awards.co.uk

Business Awards Consulting, Cagatay Kayabas, awards@kuzeygelisim.com

Green Door Co., Heather Marano, heather@greendoor.co (Australia/New Zealand entrants)

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

The Audacious Agency, Lauren Clemett, info@theaudaciousagency.com



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