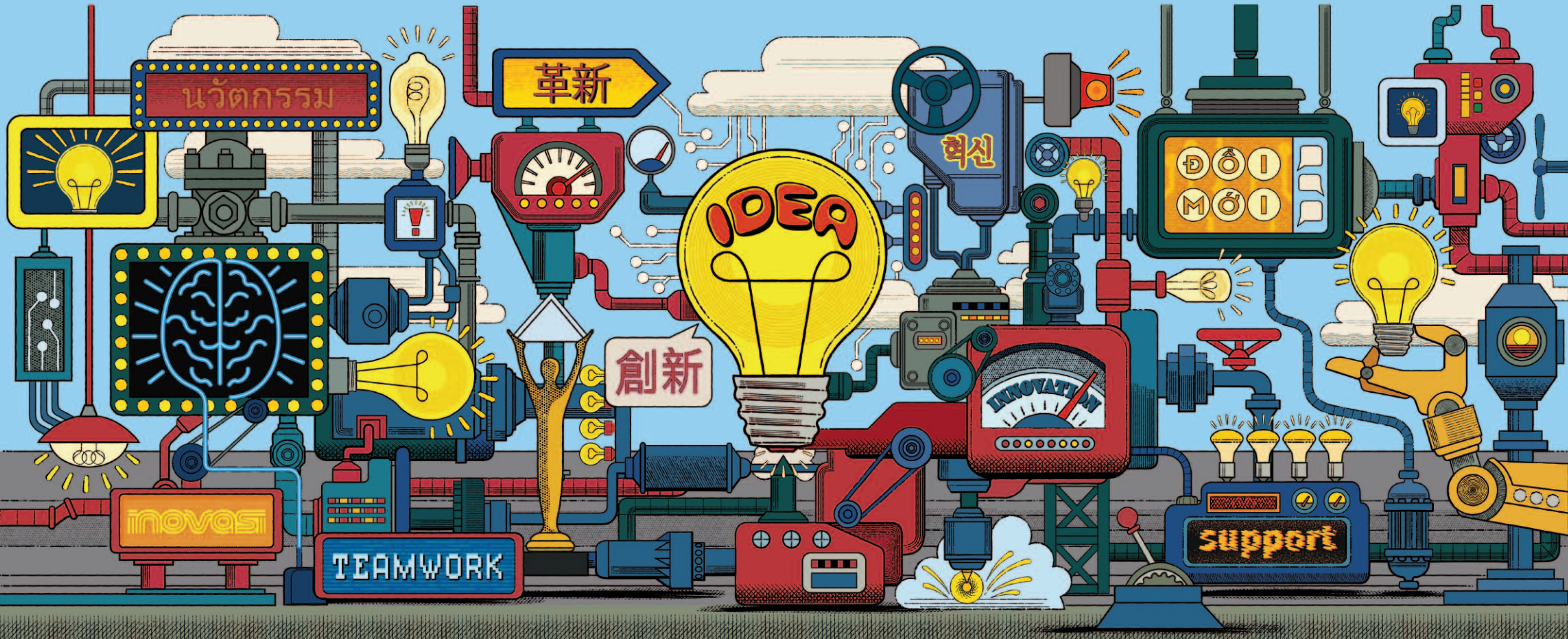




ASIA-PACIFIC STEVIE® AWARDS

REVISED
See the Updated
Calendar on Page 3



OFFICIAL 2024 ENTRY KIT

Entry Kit for the 2024 Asia-Pacific Stevie® Awards

We invite your organization to submit nominations to the 2024 (11th annual) Asia-Pacific Stevie® Awards, the top honors in the region for achievement in the workplace. **The focus of these awards is on recognizing innovation in every aspect of business.**

All organizations and individuals in 29 nations of the Asia-Pacific region are eligible to submit nominations to the awards—large and small, public and private, for-profit and non-profit. The 2023 competition attracted more than 800 nominations from organizations of all types across the region.

Eligibility for the 2024 awards extends from 1 July 2021, through the date on which you submit your nominations.

There are two entirely new category groups this year—to recognize individual innovators and innovation in sustainability—as well as some new categories sprinkled throughout the other groups.

The public-voting component we added to the awards in 2023—the People’s Choice Stevie Awards for Favorite Companies—returns in 2024.

Note that all nominations must be submitted in English.

The Stevie Award trophy, the prize that is conferred in the Asia-Pacific Stevie 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 Asia-Pacific Stevie Awards. The first important step to entering is to review the categories and to choose the categories in which you’ll participate.

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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 <http://Asia.StevieAwards.com>. All of this information is also available on the website **in Chinese, English, Indonesian, Japanese, Korean, Malay, Thai, and Vietnamese.**

We hope your organization will submit entries to the 2024 Asia-Pacific Stevie Awards. Please don’t hesitate to contact us with your questions about how to participate.

Cordially,
Maggie Miller
President, The Stevie Awards



Monitor Stevie® Awards Social Media for Updates to the Calendar

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

22 November 2023	Early-bird entry deadline
24 January 2024	Entry deadline
29 January - 28 March	Judging
28 February	Late entry deadline
9 April	Gold, Silver, and Bronze Stevie Award winners notified
24 May	Awards banquet, Shangri-La The Fort Hotel, Manila, the Philippines



Summary of the 2023 Awards

- ◆ List of 2023 Winners
- ◆ Watch clips of the individual awards presentations
- ◆ Watch interviews with Stevie winners

A SELECTION OF 2023 STEVIE WINNERS



How the Stevie® Award Winners Will Be Determined

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

All entries are first reviewed by Stevie® Awards staff to ensure that eligibility requirements are met, that entries are formatted properly in order to go forward to be judged, and that entries have been submitted in appropriate categories.

Judging will be conducted in January – March 2024. Judges will be recruited worldwide, will be invited or will apply to judge on the Asia-Pacific Stevie Awards web site, 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.

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.

The average scores of judges will determine the Gold, Silver, and Bronze Stevie Award winners in each category.

All nominations in the Company/Organization categories will be included in the People’s Choice Stevie® Awards for Favorite Companies, a worldwide public vote, and thus will have the opportunity to win two awards — one voted by our professional jurors, and one voted by the general public.

Determination of Grand Stevie Award Winners

Five Grand Stevie Award winners will be selected, and announced at the awards banquet. The organization that wins the most Gold, Silver, and Bronze Stevie Awards will be presented with the Grand Stevie Award for Organization of the Year. The top-scoring nomination from each of the four nations that submitted the most entries to the awards will also receive Grand Stevie Award trophies.

How to Submit Your Entries

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

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 Asia.StevieAwards.com and click on the “Submit your entries” link on the homepage.
2. Follow the instructions to login to your existing entry-submission account, or to create a new one.
3. Within your entry-submission account, follow the instructions to create and save your first entry.
4. Repeat the process as necessary to create and save additional entries.
5. When you’ve created all of your entries, go to the shopping cart in your account and click the Checkout button.
6. Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card or wire transfer.

Entry Fees

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

	Submitted Before 23 November 2023	Submitted Before 25 January 2024	Submitted After 24 January 2024 (includes late fee)
Apps, Events, Publications, Videos, & Web Site Categories	\$285	\$335	\$390
Achievement Categories	\$485	\$535	\$590
Company, Organization Categories			
Organizations with up to 20 Employees	\$290	\$340	\$395
Organizations with up to 100 Employees	\$390	\$440	\$495
Organizations with 100 or more Employees	\$485	\$535	\$590
Categories B11 and B12	\$0	\$0	\$55
Corporate Communications, Investor Relations, and Public Relations Categories (C01 - C11)	\$485	\$535	\$590
Category C12	\$300	\$350	\$405
Customer Service Categories	\$485	\$535	\$590
Human Resources Categories	\$485	\$535	\$590
Individual Professional Categories	\$285	\$335	\$390
Management Categories			
Organizations with up to 20 Employees	\$300	\$350	\$405
Organizations with up to 100 Employees	\$325	\$375	\$425
Organizations with 100 or more Employees	\$360	\$410	\$465
Marketing Categories (E01 - E11)	\$485	\$535	\$590
Category E12	\$300	\$350	\$405
New Product Categories	\$485	\$535	\$590
Social Media Categories	\$285	\$335	\$390
Sustainability Categories			
Category U08	\$285	\$335	\$390
Other Categories	\$485	\$535	\$590
Technology Categories	\$485	\$535	\$590
Thought Leadership Categories			
Categories W01 and W02	\$485	\$535	\$590
Category W03	\$360	\$410	\$465

Entry fees are in U.S. dollars. Payment may be made by credit card or wire transfer. We accept American Express, Mastercard, and Visa.

For wire transfers to our bank, you will be provided with an invoice with transfer instructions after you submit your nominations.

No refunds will be made after 24 January 2024.

Categories

The following is a list of all categories in the Asia-Pacific Stevie® Awards. The focus of the categories is on recognizing innovation. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

All nominations must be submitted in English. We encourage you to submit supporting materials for your nominations in English also.

Achievement Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize singular, innovative achievements since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominated innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length illustrating the same.
- b. 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.

T01. Innovative Achievement in Corporate Social Responsibility

Successful nominations in this category will describe one or more of your organization's CSR initiatives since the beginning of July 2021 that illustrate innovative thinking and approaches to social engagement.

T02. Innovative Achievement in Customer Satisfaction

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 that have demonstrably increased customer satisfaction, over a prior period.

T03. Innovative Achievement in Diversity & Inclusion

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 to make your organization more diverse and inclusive for customers, employees, partners, suppliers, and/or other stakeholders.

T04. Innovative Achievement in Finance

Successful nominations in this category will describe one or more of your organization's finance-related achievements since the beginning of July 2021. Applicable achievement(s) may relate to start-up funding, refinancing, financial management, budgeting, etc.

T05. Innovative Achievement in Growth

Successful nominations in this category will describe one or more of your organization's growth-related achievements since the beginning of July 2021. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.

T06. Innovative Achievement in Human Resources

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 that have demonstrably improved the organization's relationship with its employees, over a prior period.

T07. Innovative Achievement in International Expansion

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 to grow its business or operations in additional nations.

T08. Innovative Achievement in Product Innovation

Successful nominations in this category will describe one or more product-related achievements since the beginning of July 2021. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.

T09. Innovative Achievement in Organization Recovery

This is the "business turnaround" category. Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 that have demonstrably improved the organization's financial or operational performance, over a prior period.

T10. Innovative Achievement in Sales or Revenue Generation

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 that have demonstrably increased sales or other revenue, over a prior period.

T11. Innovative Achievement in Science or Technology

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of July 2021 that have initiated or promoted one or more advances in scientific or technological understanding or practice.

Annual Report Awards & Other Publication Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in business-related publications since 1 July 2021. Forms of innovation to be considered including innovation in design, format, production, distribution, and/or interactivity.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the publication and the innovative aspect of the publication that you are nominating, **OR** a video of up to five (5) minutes in length describing the same. Describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date.
- The publication, in electronic form, as an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.
- Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development

F01. Award for Innovation in Annual Reports**F02. Award for Innovation in Government Publications****F03. Award for Innovation in Marketing or Sales Literature****F04. Award for Innovation in House/Internal Organs and Publications****F05. Award for Innovation in Non-Profit/NGO Publications****F06. Award for Innovation in Public Enterprise Publications****F07. Award for Innovation in Other Types of Publications**

App Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in apps updated or first published since 1 July 2021. Forms of innovation to be considered include innovation in design, format, production, distribution, and/or interactivity.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories will include

- a. An essay of up to 625 words describing the app and the innovative aspect of the app that you are nominating, **OR** a video of up to five (5) minutes in length describing the same.
- b. If you submit a written essay, you must also show us the app itself, in the form of a demonstration video of up to three (3) minutes in length. You must attach the demonstration video to your entry through our attachment/link uploading tool.
- c. Optionally, you may list creative and production credits for your app—a list of the people and organizations that contribute to its development.

F55. **Award for Innovation in Business Information Apps**

F56. **Award for Innovation in Business Utility Apps**

F57. **Award for Innovation in Education or Training Apps**

F58. **Award for Innovation in Entertainment Apps**

F59. **Award for Innovation in General Information or News Apps**

F60. **Award for Innovation in General Utility Apps**

F61. **Award for Innovation in Shopping or E-commerce Apps**

F62. **Award for Innovation in Social Apps**

Company/Organization Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize overall corporate innovation since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.



All nominations in these categories will be included in the People's Choice Stevie® Awards for Favorite Companies, a worldwide public vote in which people may vote for their favorite organizations in a number of industry categories. So nominees in these categories will have the opportunity to win two awards—one determined by our professional judges, and one decided by the votes of the general public.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominated organization's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

- b. 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.

B01. Award for Excellence in Innovation in Business Product & Service Industries

(Including Advertising, Business Services, Legal, Marketing, Office Products (except Technology), and Public Relations)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B02. Award for Excellence in Innovation in Consumer Product & Service Industries

(Including Durable and Non-Durable Consumer Products, Consumer Services, Food & Beverage, Hospitality & Leisure, Media & Entertainment, Real Estate, Retail, Transportation, and Utilities)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B03. Award for Excellence in Innovation in Financial Industries

(Including Accounting, Banking, Financial Services, and Insurance)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B04. Award for Excellence in Innovation in Health Care Industries

(Including Health Products & Services and Pharmaceuticals)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B05. Award for Excellence in Innovation in Manufacturing Industries

(Including Aerospace & Defense, Automotive & Transport Equipment, Chemicals, Construction, Energy, and Metals & Mining)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees



B06. Award for Excellence in Innovation in Government

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B07. Award for Excellence in Innovation in Non-Profit Organizations or NGOs

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B08. Award for Excellence in Innovation in Public Enterprises

(Business organizations wholly or partly owned by the state and controlled through a public authority)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B09. Award for Excellence in Social Impact Companies. Social impact companies are organizations that prioritize doing work that consciously, systemically and sustainably serves or attempts to solve a local or global community need.

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B10. Award for Excellence in Innovation in Technology Industries

(Including Computer Hardware, Computer Services, Computer Software, Electronics, Internet/New Media, and Telecommunications)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

B11. Most Innovative Startup of the Year

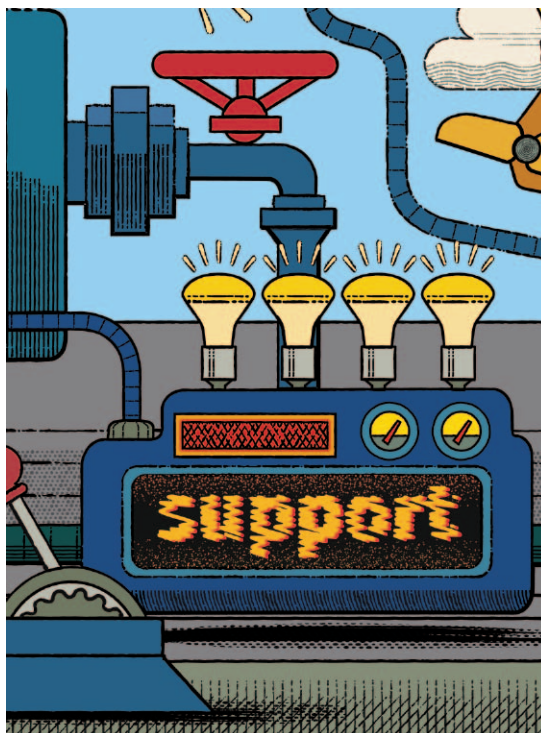
For companies that began operations since 1 July 2021. **There are no entry fees for these categories.** Begin your nomination in these categories with the date since 1 July 2021 on which the nominated company began operations. Nominations that don't feature this date will be disqualified.

- a. Business Product Industries
- b. Business Service Industries
- c. Consumer Product Industries
- d. Consumer Service Industries

B12. Most Innovative Tech Startup of the Year

For companies that began operations since 1 July 2021. **There are no entry fees for these categories.** Begin your nomination in these categories with the date since 1 July 2021 on which the nominated company began operations. Nominations that don't feature this date will be disqualified.

- a. Hardware/Peripherals
- b. Services
- c. Software



Corporate Communications, Investor Relations, and Public Relations Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in corporate communications, investor relations, and public relations since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the nominated innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

C03, C10, and C11 Sponsored by **PR Newswire** a CISION company

C01. Award for Innovation in Community Relations or Public Service Communications: Recognizing innovation in campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity, or campaigns/programs that that advance public understanding of societal issues, problems or concerns.

C02. Award for Innovation in Investor Relations: Recognizing innovations in programs/campaigns that manage an organization's relationship with its investors and/or the investment community.

C03. Award for Innovation in Media Relations: Recognizing innovation in effective traditional media relations in a PR campaign.

C04. Award for Innovation in Public Affairs Communications: Recognizing innovation in campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.

C05. Award for Innovation in the Use of Celebrities or Public Figures: Recognizing innovation in programs/campaigns that effectively use public figures or celebrities to communicate, inform, or persuade.

C06. Award for Innovation in the Use of Events: Recognizing the innovative use of events (live or virtual) in overall communications programs/campaigns.

C07. Award for Innovation in the Use of Social Media: Reorganizing the innovative use of social media communications on platforms such as Facebook and Twitter as part of overall communications programs/campaigns.

C08. Award for Innovation in the Use of Video: Recognizing the innovative use of video in communications programs/campaigns to affect, inform or persuade.



C09. Award for Innovation in the Use of Viral Media/Word of Mouth: Recognizing innovation in the use of viral or word-of-mouth consumer-generated media tools in a communications program or campaign.

C10. Most Innovative Public Relations Agency of the Year

Your nomination must cite innovation since 1 July 2021 in at least three (3) of the following areas: Agency Management or Structure, Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media/Word of Mouth.

C11. Most Innovative Communications Team of the Year

Your nomination must cite innovation since 1 July 2021 in at least three (3) of the following areas: Department or Team Management or Structure, Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media/Word of Mouth.

C12. Most Innovative Communications Professional of the Year

Your nomination must cite innovation since 1 July 2021 in at least one (1) of the following areas: Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media/Word of Mouth.

Customer Service Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in the management and practice of customer service since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominee’s innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. 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.

J01. Award for the Innovative Use of Technology in Customer Service

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
- e. **Government:** Recognizes achievement in all government organizations.
- f. **Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Customer Service categories.

J02. **Award for Innovation in Customer Service Management, Planning & Practice**

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognize achievement in all telecommunications industries.
- e. **Government:** Recognize achievement in all government organizations.
- f. **Non-Profit:** Recognize achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Customer Service categories.



J03. **New category for 2024. Award for Most Innovative Contact Center of the Year**

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
- e. **Government:** Recognizes achievement in all government organizations.
- f. **Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other categories.

J04. **New category for 2024. Award for Most Innovative Customer Service Department/Team of the Year**

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
- e. **Government:** Recognizes achievement in all government organizations.
- f. **Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other categories.

Human Resources Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in the management and practice of human resources since 1 July 2021.

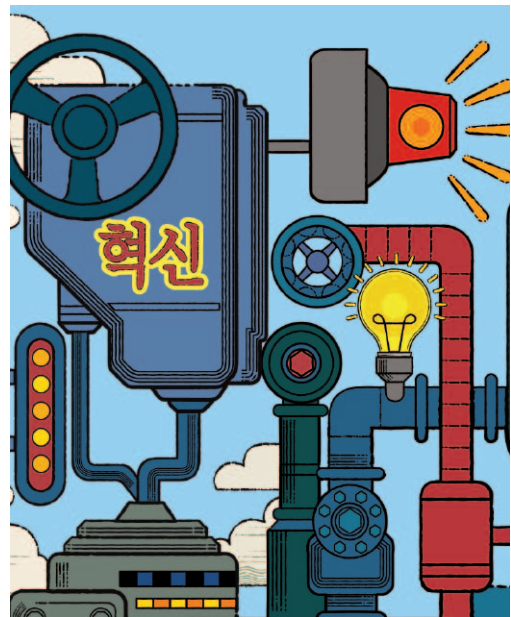
Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. 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.

L01. Award for the Innovative Use of Technology in Human Resources

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
- e. **Government:** Recognizes achievement in all government organizations.
- f. **Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Human Resources categories.



L02. Award for Innovation in Human Resources Management, Planning & Practice

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
- e. **Government:** Recognizes achievement in all government organizations.
- f. **Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Human Resources categories.

- L03. **New category for 2024. Award for Most Innovative HR Department/Team of the Year**
- Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
 - Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
 - Other Service Industries:** Recognizes achievement in all service industries except for financial services.
 - Telecommunications Industries:** Recognizes achievement in all telecommunications industries.
 - Government:** Recognizes achievement in all government organizations.
 - Non-Profit:** Recognizes achievement in all non-profit organizations and NGOs.
 - Public Enterprise:** Recognizes achievement in all business organizations wholly or partly owned by the state and controlled through a public authority.
 - All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Human Resources categories.

Individual Professional Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

New for 2024. These categories will recognize individuals who have demonstrated exceptional innovation and forward-thinking qualities within their organization or industry since the beginning of July 2021.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- 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.

- X01. **Most Innovative Creative Person of the Year**
- X02. **Most Innovative Customer Service Executive of the Year**
- X03. **Most Innovative Entrepreneur of the Year**
- X04. **Most Innovative HR Executive of the Year**
- X05. **Most Innovative Leader of the Year**
- X06. **Most Innovative Chairman of the Year**
- X07. **Most Innovative Mentor of the Year**
- X08. **Most Innovative Team Builder of the Year**
- X09. **Most Innovative Woman of the Year**



Live, Virtual and Hybrid Event Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in live, virtual, and hybrid event conception, development, planning, promotion, and execution since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution, **OR** a video of up to five (5) minutes in length describing the same.
- b. Any number 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 may include video clips, photographs, press reviews, news articles, and so on.
- c. Optionally, you may list creative and production credits for your event—a list of the people and organizations that contributed to its development.

- G01. **Award for Innovation in Business-to-Business Events:** Recognizing events staged for a business audience
- G02. **Award for Innovation in Consumer Events:** Recognizing events staged for a consumer audience
- G03. **Award for Innovation in Entertainment Events:** Recognizing events staged to provide entertainment to an audience
- G04. **Award for Innovation in Internal (Corporate) Events:** Recognizing events staged for an internal audience, such as employees
- G05. **Award for Innovation in Government Events:** Recognizing events staged for government entities
- G06. **Award for Innovation in Non-Profit/NGO Events:** Recognizing events staged by non-profit or NGO organizations
- G07. **Award for Innovation in Public Enterprise Events:** Recognizing events staged by public enterprise organizations



Management Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in organizational management since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.
- 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.

A01. Award for Innovative Management in Business Product & Service Industries

(Including Advertising, Business Services, Legal, Marketing, Office Products (except Technology), and Public Relations)

- Organizations with up to 20 Employees
- Organizations with up to 100 Employees
- Organizations with 100 or More Employees

A02. Award for Innovative Management in Consumer Product & Service Industries

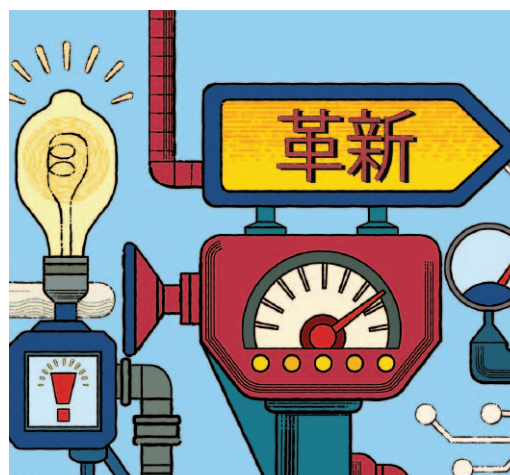
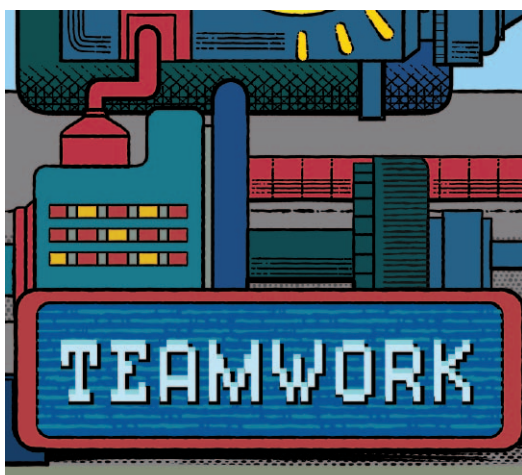
(Including Durable and Non-Durable Consumer Products, Consumer Services, Food & Beverage, Hospitality & Leisure, Media & Entertainment, Real Estate, Retail, Transportation, and Utilities)

- Organizations with up to 20 Employees
- Organizations with up to 100 Employees
- Organizations with 100 or More Employees

A03. Award for Innovative Management in Financial Industries

(Including Accounting, Banking, Financial Services, and Insurance)

- Organizations with up to 20 Employees
- Organizations with up to 100 Employees
- Organizations with 100 or More Employees



A04. Award for Innovative Management in Health Care Industries

(Including Health Products & Services and Pharmaceuticals)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

A05. Award for Innovative Management in Manufacturing Industries

(Including Aerospace & Defense, Automotive & Transport Equipment, Chemicals, Construction, Energy, and Metals & Mining)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

A06. Award for Innovative Management in Government

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

A07. Award for Innovative Management in Non-Profit Organization or NGOs

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

A08. Award for Innovative Management in Public Enterprises

(Business organizations wholly or partly owned by the state and controlled through a public authority)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees

A09. Award for Innovative Management in Technology Industries

(Including Computer Hardware, Computer Services, Computer Software, Electronics, Internet/New Media, and Telecommunications)

- a. Organizations with up to 20 Employees
- b. Organizations with up to 100 Employees
- c. Organizations with 100 or More Employees



Marketing Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in marketing since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominated innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. Optional (but highly recommended), a collection of supporting files, work samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

E01. Award for Innovation in Brand Development: Recognizing innovation in the development of a new brand.

E02. Award for Innovation in Brand Renovation/Re-Branding: Recognizing innovation in the renovation or makeover of an existing brand.

E03. Award for Innovation in Branded Entertainment: Recognizing innovation in the development or use of branded entertainment tools such as video, gaming, music, entertainment, etc.

E04. Award for Innovation in Content Marketing/Branded Editorial: Recognizing innovation in work that has used branded content—original or sponsored—to reach out to audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

E05. Award for Innovation in Cross-Media Marketing: Recognizing innovation in the use of multiple marketing media to communicate a cohesive message to an audience.

E06. Award for Innovation in Paid Media Planning & Management: Recognizing innovation in the planning and/or management of a paid media campaign or program.

E07. Award for Innovation in Product Placement: Recognizing innovation in the use of product placement.

E08. Award for Innovation in Sponsorships: Recognizing innovation in the development, commission, practice, or use of a sponsorship program.

E09. Award for Innovation in Social Media Marketing: Recognizing innovation in the use of paid social media marketing tools. Do not submit nominations of PR campaigns that use social media in this category—see the PR categories for that category.

E10. Most Innovative Advertising or Marketing Agency of the Year: Your nomination must cite innovation since 1 July 2021 in at least three (3) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

E11. Most Innovative Advertising or Marketing Team of the Year: Your nomination must cite innovation since 1 July 2021 in at least three (3) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

E12. Most Innovative Marketing or Advertising Professional of the Year: Your nomination must cite innovation since 1 July 2021 in at least one (1) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

New Product Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in product conception, design, development, production and distribution since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. 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. For new product/service entries these uploads and links might include product demonstration videos, product reviews, images, etc.

P01. **Award for Innovation in Business-to-Business Products**

P02. **Award for Innovation in Business-to-Business Services**

P03. **Award for Innovation in Consumer Products & Services**

P04. **Award or Innovation in Consumer Electronics & Information Technology**

P05. **Award for Innovation in Construction, Manufacturing or Materials**

P06. **Award for Innovation in Energy & Sustainability**

P07. **Award for Innovation in Government Services**

P08. **Award for Innovation in Health & Wellness**

P09. **Award for Innovation in Industrial Design**

P10. **Award for Innovation in Living, Learning, and Working Environments**

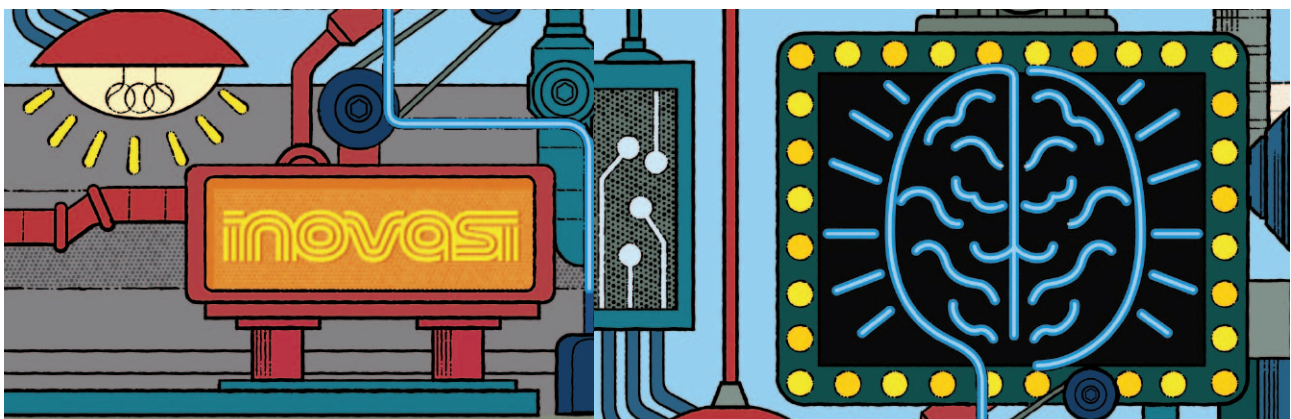
P11. **Award for Innovation in Media, Visual Communications & Entertainment**

P12. **Award for Innovation in Medical/Dental**

P13. **Award for Innovation in Non-Profit/NGO Services**

P14. **Award for Innovation in Science**

P15. **Award for Innovation in Transportation & Logistics**



Social Media Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in social media content creation and moderation, management, and marketing since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

INNOVATION IN SOCIAL MEDIA CHANNELS

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the innovations expressed through the nominated channel, feed, or site since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- 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.

V01. **Most Innovative Business Podcast**

V02. **Most Innovative Business Blog**

V03. **Most Innovative Facebook Page**

V04. **Most Innovative Twitter (X) Feed**

V05. **Most Innovative Instagram Feed**

V06. **Most Innovative YouTube Channel**

V07. **Most Innovative TikTok Channel**

MOST INNOVATIVE SOCIAL MEDIA PROFESSIONALS

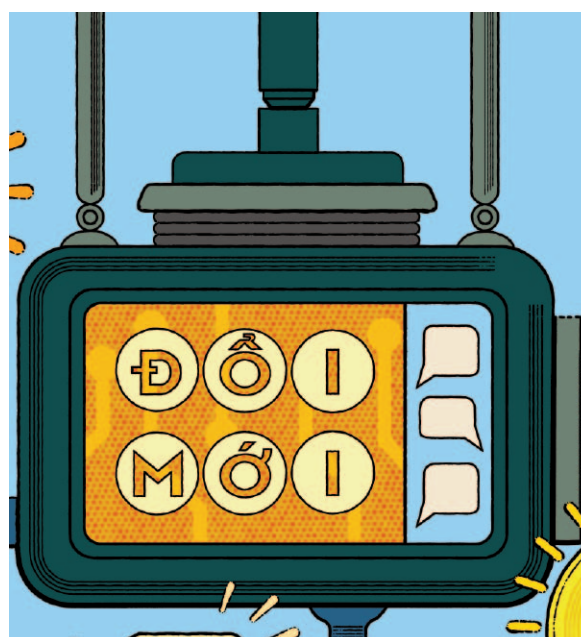
Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the innovative achievements of the nominated person since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- 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.

V10. **Best Business Influencer of the Year**

V11. **Best Business Blogger of the Year**

V12. **Social Media Manager of the Year**



Sustainability Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

New for 2024. These categories will recognize innovative achievements in resource and environmental sustainability since the beginning of July 2021.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- 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.

U01. Products in the Area of Sustainability & Climate Protection: Innovative products that improve sustainability, reduce emissions or are more environmentally friendly than standard alternatives on the market.

U02. Sustainability & Climate Protection Services: Services that improve sustainability, reduce emissions or are more environmentally friendly than market alternatives.

U03. Sustainable Business Models: Business models that aim to act sustainably, for example by reducing energy consumption and greenhouse gas emissions.

U04. Reuse and Recycle: Recognizing innovations to extend the useful life of components, reduce parts that end up in waste, and develop products that make disassembly and reuse easier.

U05. Conserve Resources: Recognizing innovations to conserve resources in hardware and software development by making products more compact and continually improving technologies for consumables and printer drivers.

U06. Saving Energy: Recognizing initiatives to increase energy efficiency and make optimal use of savings opportunities through professional energy management in order to conserve resources and protect the environment.

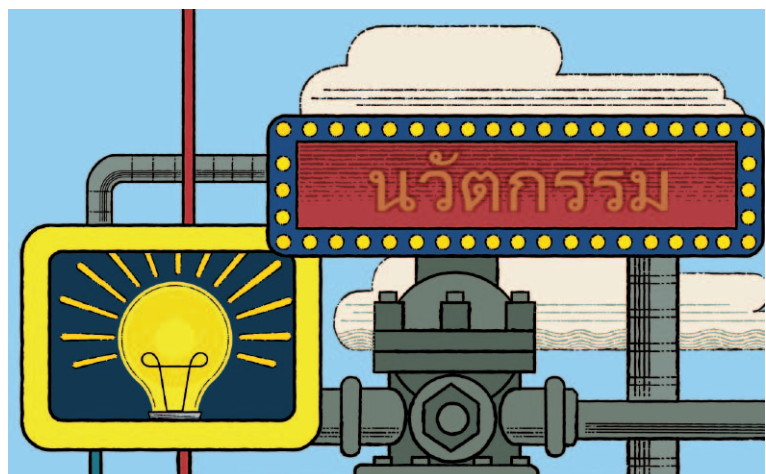
U07. Climate Protection and Sustainability Campaign of the Year: This category honors special campaigns or programs that are dedicated to climate protection and sustainability.

U08. Climate Hero of the Year: This category recognizes innovative individuals who have actively committed themselves to climate protection and combating climate change.

U09. Building Sustainable Supply Chains: This category recognizes innovation in the building of sustainable supply chains.

U10. Climate Adaptation Initiative: This category recognizes campaigns that address sustainable adaptation to new climate conditions.

U11. Project of the Year in the Area of Nature & Biological Diversity: This category recognizes projects and campaigns that make important contributions in the area of nature and biological diversity—such as renaturation measures, promotion of biodiversity, etc.



Technology Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in the management and practice of technology since 1 July 2021.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- a. An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. 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.

N01. Award for the Innovation in Technology Development

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognize achievement in all telecommunications industries.
- e. **Government:** Recognize achievement in all government organizations.
- f. **Non-Profit:** Recognize achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Technology Development categories.

N02. Award for Innovation in Technology Management, Planning & Implementation

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognize achievement in all telecommunications industries.
- e. **Government:** Recognize achievement in all government organizations.
- f. **Non-Profit:** Recognize achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Technology Management, Planning & Implementation categories.



N03. Award for Innovation in Digital Transformation.

- a. **Computer Industries:** Recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** Recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** Recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** Recognize achievement in all telecommunications industries.
- e. **Government:** Recognize achievement in all government organizations.
- f. **Non-Profit:** Recognize achievement in all non-profit organizations and NGOs.
- g. **Public Enterprise:** Recognizes achievement in business organizations wholly or partly owned by the state and controlled through a public authority.
- h. **All Other Industries:** Recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Technology Management, Planning & Implementation categories.

Thought Leadership Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories will recognize innovation in thought leadership strategy, development, and execution since the beginning of July 2021.

Information to be submitted online for entries in these categories will include

- a. An essay of up to 625 words describing the nominated organization's innovative achievements since 1 July 2021, **OR** a video of up to five (5) minutes in length describing the same.
- b. 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.

W01. Innovative Achievement in Thought Leadership

This category will recognize the innovative achievements since 1 July 2021 of organizations that have taken active measures to develop their executives and employees as thought leaders and promote their thought leadership to audiences inside and outside the organization.

W02. Thought Leadership Campaign of the Year

This category will recognize the achievements since 1 July 2021 of thought leadership programs and campaigns created and performed anywhere in the Asia-Pacific region.

W03. Thought Leader of The Year

This category will recognize the innovative achievements since 1 July 2021 of individuals who have demonstrated excellence in thought leadership on behalf of themselves and/or their organizations.



Video Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories will recognize innovation in video productions since 1 July 2021. Forms of innovation to be considered include innovation in design, format, production, distribution, and/or interactivity.

Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories will include

- An essay of up to 625 words describing the video and the innovative aspect of the video that you are nominating, **OR** a video of up to five (5) minutes in length describing the same.
- The video itself, which you must attach the demonstration video to your entry through our attachment/link uploading tool.
- Optionally, you may list creative and production credits for your video—a list of the people and organizations that contribute to its development.

D01. **Award for Innovation in Branded Entertainment Videos:** Recognizing innovation in sponsored entertainment videos that contain a marketing message.

D02. **Award for Innovation in Cause-related Videos:** Recognizing innovation in videos produced in support of a social or political cause.

D03. **Award for Innovation in Corporate Social Responsibility (CSR) Videos:** Recognizing innovation in videos produced to communicate an organization's stance or activities related to a corporate social responsibility (CSR) initiative.

D04. **Award for Innovation in Direct Response or Sales Videos:** Recognizing innovation in videos produced to be used as sales tools or channels.

D05. **Award for Innovation in Documentaries:** Recognizing innovation in documentary videos, sponsored or unsponsored.

D06. **Award for Innovation in Internal Communications Videos:** Recognizing innovation in videos produced for an internal audience, such as employees.

D07. **Award for Innovation in Lifestyle Videos:** e.g. education, entertainment, fashion, food & beverage, news, politics, science, sports, and travel & tourism.

D08. **Award for Innovation in Organizational Image Videos:** Reorganizing innovation in videos produced to establish, rehabilitate, or change the sponsoring organization's public image.

D09. **Award for Innovation in Public Relations Videos:** Recognizing innovation in videos produced for any public relations purpose.

D10. **Award for Innovation in Training Videos:** Recognizing innovation in videos produced for a training purpose.

D11. **Award for Innovation in Viral Videos:** Recognizing innovation in videos produced with the goal of being widely disseminated via consumer-generated media.



Website Categories

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

These categories recognize innovation in websites and blogs since 1 July 2021. Forms of innovation to be considered include innovation in design, content, use of media, and/or interactivity. Nominations that won in the 2023 edition of the awards may be resubmitted for consideration to the 2024 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories *different* from those in which they won.

Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the website or blog and the innovative aspect of the site that you are nominating, **OR** a video of up to five (5) minutes in length describing the same.
- A link to the site, which you must attach to your entry through our attachment/link uploading tool.
- Optionally, you may list creative and production credits for your site—a list of the people and organizations that contribute to its development.

Q05. **Award for Innovation in Business Information or Application Websites**

Q06. **Award for Innovation in Corporate Websites**

Q07. **Award for Innovation in Education or Training Websites**

Q08. **Award for Innovation in Entertainment Websites**

Q09. **Award for Innovation in General Information Websites**

Q10. **Award for Innovation in Government Websites**

Q11. **Award for Innovation in News Websites**

Q12. **Award for Innovation in Non-Profit/NGO Websites**

Q13. **Award for Innovation in Shopping or E-commerce Websites**

Q14. **Award for Innovation in Social Websites**



Entry Preparation Tips

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

1. Write Your Entries Offline Before Submitting Them

If you choose to submit written essays instead of videos, 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. Note that starting with the 2023 awards all entries must be submitted in English.

2. Include Supporting Materials and Links

Attaching supporting files or web URLs to your entries is optional, not required. But we strongly recommend that you include supporting materials with your entries because you will receive extra points from the judges for including them.

3. Focus on Achievements During the Eligibility Period

The eligibility period for the 2024 Asia-Pacific Stevie® Awards extends from 1 July 2021 through the date that you submit your 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 with a public relations 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. You will be able to create a separate "nominee" for each of your clients, and submit each clients' entries under their own nominee name.

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.

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, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

10 Reasons Why You Should Enter

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

1. Entering the Asia-Pacific Stevie® Awards is a cost-effective way to thank and honor your valued employees and to build or burnish your organization's 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, world-famous companies such as Huawei, Samsung, Toyota, and Unilever are joined in the winners' circle by small and medium-size organizations that are still building their brands.
4. There are scores of categories to recognize achievement in every facet of the workplace, from the executive suite to the production line. For a list of categories, [click here](#).
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.
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 50,000 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 300+ executives from around the world...during an internationally-broadcast awards banquet.
9. The **Stevie Award** is one of the world's most coveted prizes. It was designed by the company that makes the Oscar, the Emmy, and other major awards.
10. As a winner you'll get a range of **free tools** that you can use to promote your award.

Resources to Help Prepare Your Entries

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 Asia-Pacific Stevie® 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. Six we can recommend are:

Business Awards Consulting
Cagatay Kayabas
awards@kuzeygelisim.com

Chris Robinson
 Boost Awards
 +44(0)1273 258703
info@boost-awards.co.uk

Martha Hooper
hooperconsulting@gmail.com

Melissa Sones
melissasonesconsulting@gmail.com

Susan Turkell
info@pairelations.com

The Audacious Agency
Lauren Clemett & Annette Densham
info@theaudaciousagency.com

Rules and Terms & Conditions of the Competition

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt

The following are the terms and conditions of entry to the 2024 Asia-Pacific Stevie® Awards. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

The veracity of claims made in winning entries may be audited. Any entry found to contain false or misleading information will be disqualified.

Entry Fees

Entry Fees differ per category and are **listed on page 5**. 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 24 January 2024. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after 24 January 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 Stevie Award winners are announced in April. Your organization's point of contact agrees to:

- Whitelist the email address help+asia@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 Asia-Pacific Stevie Awards 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.

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.

Disposition of Submitted Materials

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

Payment of Shipping Fees

Gold, Silver, and Bronze Award winners who are not represented at the awards banquet in late May 2024 to accept their award(s) will be offered the opportunity to opt-in to pay shipping fees to receive their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

Shipping fees payable will be as follows:

Shipments within the U.S.A.

- U.S. \$42 per Gold Stevie® Award trophy
- U.S. \$18 per Silver or Bronze Medal

Shipments to Canada

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$95 per Gold Stevie Award trophy
- U.S. \$39 per Silver or Bronze Medal

Shipments to All Other Nations

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$335 per Gold Stevie Award trophy
- U.S. \$48 per Silver or Bronze Medal

Shipping fee invoices would be issued or charges placed during the third week of June, and awards shipped to those who opted-in in mid-July.

Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on the Asia-Pacific Stevie Awards web site approximately two months after the awards banquet. 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 2024 Asia-Pacific Stevie 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.



The Stevie® Award

▶ 한국어 | 日本語 | 简体中文 | Bahasa Indonesia | Bahasa Melayu | ภาษาไทย | Tiếng Việt



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.



ASIA-PACIFIC STEVIE® AWARDS

CONTACTS

The Stevie Awards have representatives in a number of markets in the region who are available to answer your questions about the Asia-Pacific Stevie Awards and our other programs.

Australia & New Zealand

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