Entry Kit for
The 2018
International Business Awards®

Complete instructions about how to prepare and submit nominations
to the world's premier business awards program

THE STEVIES

THE INTERNATIONAL
BUSINESS AWARDS®

IBA

We invite your organization to submit nominations to The 2018 (15th Annual) International Business Awards®, the world's top honors for achievement in the workplace.

All organizations worldwide are eligible to 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 2017 competition attracted more than 3,900 nominations from organizations of all types, in more than 60 nations.

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 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 International Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

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

We hope your organization will submit entries to The 2018 International Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Michael Gallagher
President
The Stevie Awards

Stevie Awards president talks about the
2018 International Business Awards.

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READY? ENTER NOW

Monitor Stevie® Awards Social Media for Updates to the Calendar

1 February	**Entries open for 2018 International Business Awards®**
11 April	**Early-bird entry deadline** Entry fees are discounted through this deadline
9 May	**Final entry deadline** Late fees will be charged for entries submitted after this date
13 May – 14 July	**Judging**
13 June	**Last day to submit late entries** Late entries will not be penalized in any way in the judging process
9 August	**Stevie winners announced** Winners will be notified the day prior
13 August	**Voting opens for People's Choice Stevie Awards for Favorite Companies** Worldwide public vote is part of The International Business Awards
14 September	**Voting closes at 11:59 pm ET for the People's Choice Stevie Awards for Favorite Companies**
20 October	**15th International Business Awards gala presentations** InterContinental London Park Lane Hotel, London, United Kingdom

FINAL DEADLINE EXTENDED TO 11 JULY

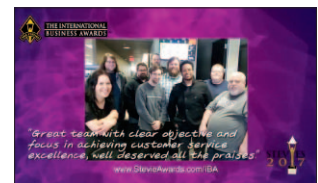## A few of the 2017 Stevie® Award Winners

Dubai Smart Government

Eff Creative Group

Homag Group AG

J2 Global Ottawa

Korea Airports Corporation

Pan American Energy

PSP Pharma Ltd

PT Petrokimia Gresik

Reklam5 Digital Agency

SABC Pension Fund

Sublime Science

Syncro

Tezgahçilar

The Gina Din Group

University of Limerick

Viettel Group

10 Reasons to 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. Every year, household-name companies such as BT, Procter & Gamble, and Unilever are joined in the winners' circle by small and medium-size organizations that are still building their brands.

4. There are dozens of categories covering every aspect of work life, from management and finance, to marketing and public relations, product development, customer service, and human resources.

5. If you're an advertising agency, marketing consultancy or media production company, your work will be reviewed and honored by potential *clients*, not just your competitors, and there are many categories for marketing campaigns, web sites and blogs, smartphone and tablet apps, publications, video productions, live events, and other media.

6. Many of the world's top business executives will review your nominations during the judging process, and you'll have access to all of their comments about your entries: an invaluable resource.

7. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 24,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.

8. When you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of 400+ executives from around the world...during an internationally-broadcast awards dinner. This year's event will take place in October in London, United Kingdom.

9. The Stevie Award is one of the world's most coveted prizes. It will wow your clients, your investors, your colleagues and your staff.

10. As Stevie winner you'll get a range of free tools that you can use to promote your award.

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How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in May–July by the members of specialized judging committees. Judges will be recruited worldwide, and will be assigned to judging committees based on their industry, function and experience. More than 150 professionals around the world will participate in the judging process in 2018.

Judges will login to our secure judging system to review and rate entries online, at their convenience.

All entries that receive a final average score of at least 7.25 out of 10 from the judges will be automatically eligible to receive Stevie Award recognition. The eligible nomination with the highest average score in a category will be designated the Gold Stevie Award winner, and will receive a Gold Stevie Award trophy. Other eligible nominations with a final average score of at least 8.0 will be designated as Silver Stevie winners, and will receive silver medals. All other eligible nominations will be designated as Bronze Stevie winners, and will receive bronze medals.

The Best of the IBA Awards

The Best of the IBA Awards are five best-of-competition prizes that are awarded to the organizations that submit the best body of entries to the competition, in their own name or in the names of one or more clients.

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

The prizes are for the following:

Organization of the Year: Will be awarded to the organization with the highest overall point total in the IBAs. The organization may be large or small, public or private, for profit or non-profit.

Most Honored Public Relations Agency: Will be awarded to the PR agency network or shop with the highest overall point total, earned in its own name or in the name of one or more clients.

Most Honored Marketing Agency: Will be awarded to the marketing services agency network or shop with the highest overall point total, earned in its own name or in the name of one or more of its clients.

Most Honored Interactive Services Agency: Will be awarded to the web, interactive, app development, etc. services firm with the highest overall point total, earned in its own name or in the name of one or more clients.

Top 10: Will be awarded to the 10 organizations with the most award points in the 2018 IBAs.

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

IBA

Gala/Hotel

The 2018 IBA awards gala will be held on Saturday, 20 October at the fabulous InterContinental London Park Lane Hotel, at the intersection of Park Lane and Piccadilly in London, United Kingdom. The hotel stands on the very site of 145 Piccadilly, the Queen's former childhood residence. Tickets for the banquet will go on sale the day Stevie® winners are notified in August.

How to Submit Your Entries

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

1. Visit the website at **www.StevieAwards.com/IBA** and click the ENTER NOW button at the top of the page.

2. Follow the instructions to complete the registration form that will create your entry-submission account.

3. Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.

4. Repeat the process as necessary to create and save additional entries.

5. When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.

6. Review and agree to the **Terms and Conditions** of Entry, and choose to pay your entry fees by credit card or check.

Helpful Videos
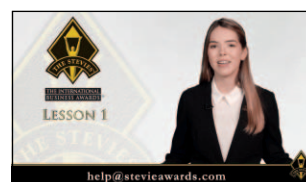
Lesson 1: 10 Reasons to Submit Nominations to the 2018 IBAs

Lesson 2: How to Choose Categories

Lesson 3: Tips on How to Prepare Great Entries

Lesson 4: How Past Stevie Winners Have Benefited by Winning

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Entry Fees

	Submitted Before 12 April	Submitted Before 10 May	Submitted After 9 May (includes $55 late fee)
Websites, Apps, Publications, Video, & Live Event Categories	$280	$305	$360
Management Categories			
Executive of the Year Categories (A01–A35)	$280	$305	$360
A36. Chairman of the Year	$280	$305	$360
A37. Maverick of the Year	$280	$305	$360
A38. Innovator of the Year	$280	$305	$360
A39. Woman of the Year	$280	$305	$360
A40. Management Team of the Year	$480	$505	$560
A41 a–d. Lifetime Achievement Awards	$280	$305	$360
Company/Organization Categories			
Company of the Year Categories (B01–B35, a–c)	$480	$505	$560
B36 a–d. Startup of the Year	FREE	FREE	$55
B37 a–d. Tech Startup of the Year	FREE	FREE	$55
B38 a–f. Most Innovative Company of the Year	$480	$505	$560
B39 a–f. Most Innovative Tech Company of the Year	$480	$505	$560
B40 a–f. Innovation of the Year	$480	$505	$560
B41 a–f. Technical Innovation of the Year	$480	$505	$560
B42 a–f. CSR Program of the Year	$480	$505	$560
B43 a–f. Fastest-Growing Company of the Year	$480	$505	$560
B44 a–f. Health, Safety & Environment Program of the Year	$480	$505	$560
B45. Energy Industry Innovation of the Year	FREE	FREE	$55
Entrepreneur of the Year Categories			
Entrepreneur of the Year (A51–A85)	$280	$305	$360
A50 a–d. Founding Team of the Year	$480	$505	$560
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C05 a–z)	$480	$505	$560
C01 a–f. Public Relations Agency of the Year	$480	$505	$560
C02. Communications Department of the Year	$480	$505	$560
C03. Communications Team of the Year	$480	$505	$560
C04. Communications, IR or PR Executive of the Year	$260	$285	$340
C06. PR Innovation of the Year	$480	$505	$560
Creative Categories			
D01. Advertising or Design Agency of the Year	$480	$505	$560
D02. Creative Department of the Year	$480	$505	$560
D03. Creative Team of the Year	$480	$505	$560
D04. Creative Executive of the Year	$260	$285	$340
Customer Service Categories			
E01. Customer Service Department of the Year	$480	$505	$560
E02. Customer Service Team of the Year	$480	$505	$560
E03. Customer Service Executive of the Year	$260	$285	$340
Human Resources Categories			
F01. Human Resources Department of the Year	$480	$505	$560
F02. Human Resources Team of the Year	$480	$505	$560
F03. Human Resources Executive of the Year	$260	$285	$340
Information Technology Categories			
H01. Information Technology Department of the Year	$480	$505	$560
H02. Information Technology Team of the Year	$480	$505	$560
H03. Information Technology Executive of the Year	$260	$285	$340
Marketing Categories			
Marketing Campaign of the Year Categories (G04–G56)	$480	$505	$560
G01. Marketing Department of the Year	$480	$505	$560
G02. Marketing Team of the Year	$480	$505	$560
G03. Marketing Executive of the Year	$260	$285	$340
Products & Product Management Categories			
New Product or Service of the Year Categories (J01–J75, S40–S64)	$480	$505	$560
J80. Product Development/Management Department or Team of the Year	$480	$505	$560
J81. Product Development/Mgmt Executive of the Year	$260	$285	$340
Support Categories			
L01. Support Department of the Year	$480	$505	$560
L02. Support Team of the Year	$480	$505	$560

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Categories

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

COMPANY/ORGANIZATION AWARDS CATEGORIES

Recognizing the achievements of entire organizations. These categories are open to all organizations worldwide — for-profit and non-profit, large and small, public and private.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominated organization's achievements since 1 January 2017

b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominated organization's chief achievements since 1 January 2017

c. 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

PEOPLE'S CHOICE STEVIE AWARDS FOR FAVORITE COMPANIES

How to Win Twice the Recognition for Your Organization

Every organization that is honored with a Gold, Silver or Bronze Stevie® Award in the following Company of the Year categories (categories B01–B35) will automatically be included in voting for the **People's Choice Stevie Awards for Favorite Companies**. Voting will be conducted by the general public worldwide in August–September, and the winners will be honored at the IBA awards banquet in October 2018. When the results of the IBAs' peer-conducted judging are announced in August, honorees in the Company of the Year categories will receive instructions on how to promote People's Choice voting to their own customers and stakeholders. *Note that only nominees that receive at least 100 public votes are eligible to win a People's Choice Stevie Award.*

Company of the Year

May be for-profit or non-profit, public or private, large or small. **Each of these industry categories has three sub-categories:**

• **Small** (≤ 50 employees and turnover ≤ €10 m / $11 million)

• **Medium-size** (≤ 250 employees and turnover ≤ €50 m / $55 million)

• **Large** (> 250 employees and turnover > €50 m / $55 million)

B01. **Advertising, Marketing, & Public Relations**
B02. **Aerospace & Defense**
B03. **Apparel, Beauty & Fashion**
B04. **Automotive & Transport Equipment**
B05. **Banking**
B06. **Business or Professional Services**
B07. **Chemicals**
B08. **Computer Hardware**
B09. **Computer Software**
B10. **Computer Services**
B11. **Conglomerates**
B12. **Consumer Products — Durables**
B13. **Consumer Products — Non-Durables**
B14. **Consumer Services**
B15. **Diversified Services**
B16. **Electronics**
B17. **Energy**

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B18.   **Financial Services**
B19.   **Food & Beverage**
B20.   **Health Products & Services**
B21.   **Hospitality & Leisure**
B22.   **Insurance**
B23.   **Internet/New Media**
B24.   **Legal**
B25.   **Manufacturing**
B26.   **Materials & Construction**
B27.   **Media & Entertainment**
B28.   **Metals & Mining**
B29.   **Non-Profit or Government Organizations**
B30.   **Pharmaceuticals**
B31.   **Real Estate**
B32.   **Retail**
B33.   **Telecommunications**
B34.   **Transportation**
B35.   **Utilities**

B36.   **Startup of the Year** (for companies that began operations since 1 January 2016). **There are no entry fees for the Startup of the Year categories.**
a. Business Product Industries
b. Business Service Industries
c. Consumer Product Industries
d. Consumer Service Industries

B37.   **Tech Startup of the Year** (for companies that began operations since 1 January 2016). **There are no entry fees for these categories.**
a. Hardware/Peripherals
b. Services
c. Software

B38.   **Most Innovative Company of the Year** (recognizing product and/or marketing, sales, manufacturing, management, etc. innovation in the past year)
a. Up to 100 Employees
b. Up to 2,500 Employees
c. More Than 2,500 Employees

B39.   **Most Innovative Tech Company of the Year** (recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation)
a. Up to 100 Employees
b. Up to 2,500 Employees
c. More Than 2,500 Employees

B40.   **Innovation of the Year** (recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual)
a. Business Product Industries
b. Business Service Industries
c. Consumer Product Industries
d. Consumer Service Industries

B41.   **Technical Innovation of the Year** (recognizing singular innovations in technology, new products, etc., by an organization or an individual)
a. At Organizations With Up to 100 Employees
b. At Organizations With Up to 1,000 Employees
c. At Organizations With 1,000 or More Employees

B42. **Corporate Social Responsibility Program of the Year** (recognizing organizations' contributions to society)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B43. **Fastest-Growing Company of the Year** (recognizing outstanding revenue growth since the start of 2017 over 2016)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B44. **Health, Safety & Environment Program of the Year** (recognizing organizations' successful implemention of policies to prevent workplace accidents and injuries, increase safety awareness, and meet the requirements of environmental and occupational health and safety laws and requirements)
   a. In Asia, Australia and New Zealand
   b. In Asia (China, Japan and Korea)
   c. In Europe
   d. In the Middle East and Africa
   e. In Canada and the U.S.A.
   f. In Mexico, Central and South America

B45. **Energy Industry Innovation of the Year** (this category recognizes singular innovations in energy-related technology, production, conservation, storage or delivery, by an organization or an individual anywhere in the world, since 1 January 2017) **There is no entry fee for this category.**

www.StevieAwards.com/IBA READY? ENTER NOW

MANAGEMENT AWARDS CATEGORIES

Recognizing the achievements of executive managers, chairmen, and management teams.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017

b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017

c. 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

Executive of the Year (e.g. CEO, President, Managing Director). These categories recognize the achievements of executives at the VP level or above.

A01. **Advertising, Marketing, & Public Relations**
A02. **Aerospace & Defense**
A03. **Apparel, Beauty & Fashion**
A04. **Automotive & Transport Equipment**
A05. **Banking**
A06. **Business or Professional Services**
A07. **Chemicals**
A08. **Computer Hardware**
A09. **Computer Software**
A10. **Computer Services**
A11. **Conglomerates**
A12. **Consumer Products – Durables**
A13. **Consumer Products – Non-Durables**
A14. **Consumer Services**
A15. **Diversified Services**
A16. **Electronics**
A17. **Energy**
A18. **Financial Services**
A19. **Food & Beverage**
A20. **Health Products & Services**
A21. **Hospitality & Leisure**
A22. **Internet/New Media**
A23. **Insurance**
A24. **Legal**
A25. **Manufacturing**
A26. **Materials & Construction**
A27. **Media & Entertainment**
A28. **Metals & Mining**
A29. **Non-Profit or Government Organizations**
A30. **Real Estate**
A31. **Retail**
A32. **Pharmaceuticals**
A33. **Telecommunications**
A34. **Transportation**
A35. **Utilities**

A36. **Chairman of the Year:** recognizing the achievements of board chairmen.

A37. **Maverick of the Year:** recognizing the individual who's affected the most positive change on his or her organization and/or industry since the beginning of 2017.

A38. **Innovator of the Year:** recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2017.

A39. **Woman of the Year:** recognizing the achievements of women in the workplace since the beginning of 2017.

A40. **Management Team of the Year:** through this category you can nominate your entire management team with one nomination.

A41. **Lifetime Achievement Award. New categories for 2018.** These categories will recognize the entire careers of professionals who have worked at least 20 years. In these categories you may describe the individual nominee's achievements over their entire career, not just since the beginning of 2017.
   a. Business Products Industries
   b. Business Services Industries
   c. Consumer Products Industries
   d. Consumer Services Industries

ENTREPRENEUR AWARDS CATEGORIES

These are new categories for 2018. They will recognize the achievements since the beginning of 2017 of individual entrepreneurs and founding teams. It doesn't matter when their companies were started, but the nominations must focus on their achievements since the beginning of 2017.

Information to be submitted online for entries in these categories for the 2018 IBAs will include:
a. An essay of up to 650 words describing the nominee's accomplishments since 1 January 2017.
b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since 1 January 2017.
c. 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.

A50. **Founding Team of the Year**
   a. Business Product Industries
   b. Business Service Industries
   c. Consumer Product Industries
   d. Consumer Service Industries

Entrepreneur of the Year (any member of the founding team of an organization may be nominated)
A51. **Advertising, Marketing, & Public Relations**
A52. **Aerospace & Defense**
A53. **Apparel, Beauty & Fashion**
A54. **Automotive & Transport Equipment**
A55. **Banking**
A56. **Business & Professional Services**
A57. **Chemicals**
A58. **Computer Hardware**
A59. **Computer Software**
   a. Up to 500 Employees
   b. 500 or More Employees
A60. **Computer Services**
A61. **Conglomerates**
A62. **Consumer Products — Durables**
A63. **Consumer Products — Non-Durables**
A64. **Consumer Services**
A65. **Diversified Services**
A66. **Electronics**
A67. **Energy**
A68. **Financial Services**
A69. **Food & Beverage**
A70. **Health Products & Services**

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A71. **Hospitality & Leisure**
A72. **Insurance**
A73. **Internet/News Media**
A74. **Legal**
A75. **Manufacturing**
A76. **Materials & Construction**
A77. **Media & Entertainment**
A78. **Metals & Mining**
A79. **Non-Profit Organizations**
A80. **Pharmaceuticals**
A81. **Real Estate**
A82. **Retail**
A83. **Telecommunications**
A84. **Transportation**
A85. **Utilities**

CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, & PUBLIC RELATIONS AWARDS CATEGORIES

Includes all corporate communications, investor relations, community affairs, public relations, etc. functions.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017. In the communications campaign categories, this will be a description of the campaign: its genesis, development, execution, and results to date

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since 1 January 2017. In the communications campaign categories, this will be a list of the chief features and results of this nominated PR program

c. 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

C01. **Public Relations Agency of the Year**
Enter one or more of these categories if you wish to recognize everyone who works at your PR agency, regardless of their function, location, seniority or position.
a. In Asia, Australia and New Zealand
b. In Asia (China, Japan and Korea)
c. In Europe
d. In the Middle East and Africa
e. In Canada and the U.S.A.
f. In Mexico, Central and South America

C02. **Communications Department of the Year**
Enter this category if you wish to recognize everyone who works in communications functions in your organization, regardless of function, location, seniority or position.

C03. **Communications Team of the Year**
Enter this category if you wish to recognize some subset of your entire communications organization, such as a specific investor relations, community relations, crisis communications or social media team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

C04. **Communications, Investor Relations, or PR Executive of the Year**
Enter this category to recognize the achievements of individual communications executives at the VP level or above.

C05. **Communications or PR Campaign/Program of the Year**

    a. **Arts & Entertainment:** campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.

    b. **Communications Research:** recognizing research conducted for the development of business/communication strategies.

    c. **Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

    d. **Corporate Communications:** campaigns/programs that enhance a company's overall reputation through corporate communications. **(New category for 2018)**

    e. **Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.

    f. **Environmental:** campaigns/programs focused on an environmental issue with substantial results for society. **(New category for 2018)**

    g. **Events & Observances:** campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.

    h. **Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.

    i. **Healthcare:** campaigns/programs in the healthcare sector, including business-to-business and consumer campaigns.

    j. **Internal Communications:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.

        – At organizations with up to 100 employees

        – At organizations with 100 or more employees

    k. **Investor Relations:** campaigns/programs undertaken to communicate information to a company's investors and the investment community and/or to manage the company's relationship with investors.

    l. **Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

    m. **Low Budget (under $10,000/€8900):** campaigns/programs that cost no more than $10,000/€8900 to plan and implement.

    n. **Marketing—Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.

    o. **Marketing—Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.

    p. **Marketing—Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.

    q. **Media Relations:** recognizing effective traditional media relations in a PR campaign.

    r. **Multicultural:** campaigns/programs specifically targeted to a cultural group.

    s. **New Product Launch:** campaigns/programs undertaken to introduce a new product or service to the marketplace.

    t. **Reputation/Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.

    u. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.

    v. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.

    w. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.

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x. **Sponsorship:** campaigns/programs that promote or create awareness of sponsorship of an event or activity.

y. **Technology:** campaign/programs in the technology sector, including business-to-business and consumer campaigns.

z. **Travel & Tourism:** campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

C06. **PR Innovation of the Year:** this category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2017.

There are a number of other IBA categories that should be of interest to communications professionals, including many of the publication awards categories, website awards categories, app awards categories, video awards categories, and live event awards categories.

CUSTOMER SERVICE AWARDS CATEGORIES

Includes all customer service functions.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017

b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017

c. 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

E01. **Customer Service Department of the Year**
Enter this category if you wish to recognize everyone who works in customer service functions in your organization, regardless of function, location, seniority or position.

E02. **Customer Service Team of the Year**
Enter this category if you wish to recognize some subset of your entire customer service organization, such as a specific front-line, back-office, customer-complaints, or problem-resolution team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

E03. **Customer Service Executive of the Year**
Enter this category to recognize the achievements of individual customer service executives at the VP level or above.

IBA

Human Resources Awards Categories

Includes all human resources functions.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017
b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017
c. 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

F01. **Human Resources Department of the Year**
Enter this category if you wish to recognize everyone who works in HR functions in your organization, regardless of function, location, seniority or position.

F02. **Human Resources Team of the Year**
Enter this category if you wish to recognize some subset of your entire HR organization, such as a specific benefits management, recruiting, orientation or training team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

F03. **Human Resources Executive of the Year**
Enter this category to recognize the achievements of individual HR executives at the VP level or above.

Information Technology Awards Categories

Includes all information technology, software, web development, etc. functions.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017
b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017
c. 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

H01. **Information Technology Department of the Year**
Enter this category if you wish to recognize everyone who works in technology functions in your organization, regardless of function, location, seniority or position.

H02. **Information Technology Team of the Year**
Enter this category if you wish to recognize some subset of your entire IT organization, such as a specific web maintenance, software development, or infrastructure planning team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

H03. **Information Technology Executive of the Year**
Enter this category to recognize the achievements of individual IT executives at the VP level or above.

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MARKETING AWARDS CATEGORIES

Information to be submitted online for entries in these categories in 2018 include:

a. An essay of up to 650 words describing the nominee's accomplishments since 1 January 2017. In the marketing campaign categories, this will be a description of the campaign: its genesis, development, execution, and results to date

b. In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since 1 January 2017. In the marketing campaign categories, this will be a list of the chief features and results of the nominated campaign

c. 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

Marketing Organization/Professional Categories

G01. **Marketing Department of the Year**
Enter this category if you wish to recognize everyone who works in marketing functions in your organization, regardless of function, location, seniority or position.

G02. **Marketing Team of the Year**
Enter this category if you wish to recognize some subset of your entire marketing organization, such as a specific product marketing, brand marketing, social media or creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

G03. **Marketing Executive of the Year**
Enter this category to recognize the achievements of individual marketing executives at the VP level or above.

Marketing Campaign of the Year—Industry Categories.

G04. **Agricultural/Industrial/Building:** for all related products, materials, tools and services.

G05. **Automotive—Aftermarket:** gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

G06. **Automotive—Vehicles:** cars, trucks, motorcycles, both brand and model advertising.

G07. **Beauty:** cosmetics, fragrances, hair products, nail products, beauty services such as salons, spas, etc.

G08. **Beverages—VAlcohol:** beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.

G09. **Beverages—VNon-Alcohol:** diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.

G10. **Breakfast Foods:** cereals and other foods intended primarily for breakfast consumption.

G11. **Corporate Reputation/Professional Services:** includes sponsorships, image & identity, communications to promote corporations, not exclusively their products. Includes business/professional services such as consulting, accounting, legal, employments, etc.

G12. **Culture & The Arts:** plays, museums, music organizations, concert series, cultural festivals, theater festivals, etc.

G13. **Electronics:** audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/ Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc.

G14. **Energy/Nutrition Products & Services:** products and services aimed at the energy, sports, wellness lifestyle. Vitamins, energy bars, drinks, etc.; weight loss and fitness programs/camps, training camps and facilities, etc.

G15. **Entertainment & Sports:** includes entertainment and sporting events. Sporting events such as the Super Bowl, sports teams, etc. All forms of entertainment including specific films, books, DVDs, videogames, games (online, mobile, social, board, card, etc.), entertainment apps, greeting cards, online, radio and TV programming, etc.

G16. **Fashion & Style:** brands of clothing, eyewear, footwear, hosiery, jewelry, accessories, etc.

G17. **Financial Cards:** credit, charge, debit, reward, phone and other cards.

G18. **Financial Products & Services:** communications promoting overall image and capabilities of a financial institution and specific products or services including home banking, loans, mortgage, mutual funds, traveler's checks, etc.

G19. **Government/Institutional/Recruitment:** municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, armed forces marketing communications. Includes political messages and special interest/trade group communications.

G20. **Healthcare—Disease Education & Awareness:** communications to educate and/or spread awareness about a certain disease or health issue, whether to healthcare professionals, patients, and/or consumers.

G21. **Healthcare—OTC:** communications efforts for products that may be purchased *without* a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

G22. **Healthcare—Rx:** communications efforts for products that may be purchased *with* a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.

G23. **Healthcare—Services:** marketing communications efforts that were developed for hospitals, HMOs, referral services, dental and medical care services, or chronic care facilities, whether to healthcare professionals, patients, and/or consumers.

G24. **Home Furnishings & Appliances:** kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.

G25. **Home Supplies & Services:** cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services, etc.

G26. **Insurance:** communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, health, life, travel, business, etc.).

G27. **Internet/Telecom:** wireless/cellular providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud-based services), bundled communications (Internet, telephone, and cable TV).

G28. **Leisure Products & Services:** recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

G29. **Media Companies:** broadcasters, magazines, newspapers, web sites, consumer or trade media, radio and television stations, including networks.

G30. **Office & Delivery Products & Services:** delivery—overnight delivery, packagetracking, international service, etc. Office—printers, physical servers, fax machines, copiers, supplies, office furniture, etc.

G31. **Packaged Food:** packaged and frozen foods both regular and diet/light.

G32. **Personal Care:** soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

G33. **Pet Care:** animal care products and services of all types, including food, toys, veterinary and boarding services, training, and breeders.

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G34. **Real Estate:** homes, real estate brokers, malls, etc.

G35. **Restaurants:** quick service, casual dining, mid-scale, white table cloth and other restaurants.

G36. **Retail:** general — stores and/or web sites that provides a multiple range of non-related or generally related merchandise, which include department stores, food retailers, and discount/bulk retailers, craft stores, etc. Specialized — stores and/or web sites that specialize in one particular line of products (e.g. clothing, fashion, jewelry, health food, shoes, pet care, toys, greeting cards, etc.).

G37. **Snacks/Desserts/Confections:** ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

G38. **Software:** software, groupware, operating systems, or software stored locally on a computer, tablet, or mobile device.

G39. **Transportation:** air, train, bus/trolley, taxi, subway systems, bike shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.

G40. **Travel/Tourism/Destination:** cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Marketing Campaign of the Year — Specialty Categories

G45. **Brand Experience of the Year — Business-to-Business:** recognizing work that reaches out to business audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

G46. **Brand Experience of the Year — Consumer:** experiences, and unique connections with their brands.

G47. **Branded Utility of the Year:** recognizing products and services created to address a marketing or business challenge, not to be sold, as part of a marketing program itself. Entrants must explain the product or service created in response to the challenge, its roles and objectives, and how it was communicated to its audience, and the results achieved.

G48. **Branded Content Campaign of the Year:** recognizing 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.

G49. **Engaged Community of the Year:** recognizing brands for creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to a brand's goals. Your entry should state how you managed the community, how you defined effectiveness around the community, and what was achieved. (**New category for 2018)**

G50. **Mobile Marketing Campaign of the Year:** for campaigns targeted to consumers' mobile devices.

G51. **Online Marketing Campaign of the Year:** for campaigns conducted entirely online.

G52. **New Product or Service Introduction of the Year:** for campaigns conducted to introduce a new product or service to the U.S. market.

G53. **Re-Branding/Brand Renovation of the Year:** for campaigns that recreated or repositioned an existing brand.

G54. **Small-Budget Marketing Campaign of the Year** (< €3 m/$3 million)

G55. **Viral Marketing Campaign of the Year:** for campaigns that used word-of-mouth, video stunts, and other viral tactics as their primary means of communication.

G56. **Youth Marketing Campaign of the Year:** for campaigns that targeted the youth market (up to age 24).

There are a number of other IBA categories that should be of interest to marketing professionals, including many of the publication awards categories, website awards categories, app awards categories, video awards categories, and live event awards categories.

IBA

New Product Awards Categories

Information to be submitted online for entries in these categories in 2018 will include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017 — or, in the case of a new product or service entry, the product or service itself: it's features, functions, benefits, and results to date

b. In bullet-list form, a brief summary (up to 150 words) of up to ten (10) of the chief accomplishments of the nominee since the beginning of 2017 — or, in the case of a new product or service, up to 10 of the nominated product's chief features and benefits

c. 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.

J80. **Product Development/Management Department or Team of the Year**
Enter this category if you wish to recognize everyone who works in product development or product management in your organization, regardless of function, location, seniority or position — **OR** — if you you wish to recognize some subset of your entire product development/management organization, such as a specific product development, product marketing, or product support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

J81. **Product Development/Management Executive of the Year**
Enter this category to recognize the achievements of product development and product management executives at the VP level or above.

Best New Product or Service of the Year (Both brand new products and new versions of existing products, issued since the beginning of 2017, may be nominated.)

■ Products & Services

J01. **Business-to-Business Products:** Recognizes tangible B2B products. Do not enter software products in this category, enter them in one of the software categories below.

J02. **Business-to-Business Services:** Recognizes B2B service offerings.

J03. **Consumer Electronics:** Recognizes all types of products under the umbrella of consumer electronics.

J04. **Consumer Products:** Recognizes all types of consumer products except those that fit in one of the other categories here.

J05. **Consumer Services:** Recognizes all service offerings for consumers.

J06. **Financial Services:** Recognizes all types of financial products and services.

J07. **Hardware — Computer:** Recognizes computer hardware products except those that fit in one of the other categories here.

J08. **Hardware — Networking:** Recognizes networking products and solutions.

J09. **Hardware — Peripheral:** Recognizes computer peripheral products.

J10. **Hardware — Semiconductor or Other Electronic Component:** Recognizes all types of semiconductor and electronic component products.

J11. **Hardware — Storage:** Recognizes storage products and solutions, for both B2B and consumer.

J12. **Hardware — Other:** Recognizes computer-related hardware products that don't fit into one of the other categories here.

J13. **Health & Pharmaceuticals — Product:** Recognizes tangible health and pharmaceutical products, for trade or consumer.

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J14. **Health & Pharmaceutical — Service:** Recognizes health and pharmaceutical-related services, for trade or consumer.

J15. **Industrial Products & Services:** Recognizes all types of industrial products and services used in manufacturing, logistics, etc., except for software solutions.

J16. **Media & Entertainment — Product:** Recognizes tangible media or entertainment products, for trade or consumer.

J17. **Media & Entertainment — Service:** Recognizes media or entertainment services, for trade or consumer.

J18. **Telecommunications — Product:** Recognizes tangible telecommunications-related products.

J19. **Telecommunications — Service:** Recognizes telecommunications services, for trade or consumer.

J20. **Transportation:** Recognizes transportation-related products and services, for trade or consumer.

■ **Software**

J21. **Software — Application Programming Interface (API) Management Solution:** Recognizes the best platforms that create a centralized API architecture that makes the process of making, securing, deploying and managing high-performance interfaces significantly simpler and more consistent.

J22. **Software — Artificial Intelligence/Machine Learning Solution:** Recognizes solutions that enable computer-based systems to exhibit intelligent behavior in complex situations to solve problems, communicate with people, and perceive and interact with the physical world. (**New category for 2018)**

J23. **Software — Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, useage data, images, content, etc.

J24. **Software — Big Data Solution:** Recognizes the best solutions for reporting and analyzing actionable intelligence from massive data sets containing a variety of data types, or the best platform for enabling organizations in developing, deploying, operating and managing a big data infrastructure/environment.

J25. **Software — Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions. (**New category for 2018)**

J26. **Software — Business or Competitive Intelligence Solution:** Recognizes the best solutions for reporting and analyzing data into useful information for business purposes, or the best platform for enabling enterprises to build BI into their applications by providing analysis, information delivery and platform integration.

J27. **Software — Cloud Application/Service:** Recognize the best solutions that operate in the cloud.

J28. **Software — Cloud Enterprise Resource Planning (ERP) Solution:** Recognizes the best cloud platforms for collecting, storing, managing and interpreting data from many business activities. Can include but is not limited to finance, HR functions, product planning, purchasing, manufacturing, and service delivery.

J29. **Software — Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.

J30. **Software — Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.

J31. **Software — Cloud Storage & Backup Solution:** Recognizes the best cloud-based solutions for storing and/or backing up data. Includes block storage, file storage, backup, archive, disaster recovery, and encryption.

J32. **Software — Collaboration/Social Networking Solution:** Recognizes the best applications that aid collaboration, communication, filesharing and the process of problem solving for teams working together over geographic distances.

J33. **Software — Content Management Solution:** Recognizes the best tools, platforms or services that allow users to sort through vast amounts of content and present it in a meaningful and organized way. Solutions allow users to arrange, display, collect, organize, co-create, share and manipulate content.

J34. **Software — Corporate Learning/Workforce Development Solution:** Recognizes the best platforms, services or providers that support the efforts of organizations (business, government, academia) to educate employees about specific knowledge that aids in the successful execution of an employee's job. Includes applications that educate on internal processes, practices, expectations and objectives of workplace assignments.

J35. **Software — Data Visualization Technology:** Recognizes the best tools or technologies to communicate or tell a story of data or information by displaying it as visual objects or a graphic to communicate the information clearly to users.

J36. **Software — DevOps Solution:** Recognizes the best solutions that aid in unifying software development (Dev) and software operation (Ops), by promoting automation and monitoring at all steps of software construction, from integration, testing, releasing to deployment and infrastructure management. （**New category for 2018)**

J37. **Software — Electronic Commerce Solution:** Recognizes the best software solutions designed to facilitate the purchase of products and services online. Includes credit card processing systems, personalization tools, shopping carts, comparison bots, order forms, delivery/shipping management systems, etc.

J38. **Software — Endpoint Security Management Solution:** Recognizes the best solutions that requires endpoint devices to comply with specific criteria before granted access to network resources. Includes antivirus, antispyware, personal firewall, host intrusion prevention, file/disk encryption, endpoint DLP, etc.

J39. S**oftware — Event Management Solution:** Recognizes the best solutions for managing the production and execution for events. Includes registration, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.

J40. **Software — Financial Management Solution:** Recognizes the best software solutions that automate business accounting and money management including accounts payable/receivable, general ledger, budgeting, resource allocation, reporting, etc.

J41. **Software — FinTech Solution:** Recognizes the best solutions to make financial services more efficient by demonstrating an incremental or radical/disruptive innovation development of applications, processes, products or business models in the financial services industry. This can include but is not limited to financing, insurance, investments, payments, advisory, security, etc.

J42. **Software — Governance, Risk & Compliance Solution:** Recognizes the best software solutions that provide a structured and systematic approach to ensure proper governance, manage risks and ensure compliance across an organization.

J43. **Software — Healthcare Technology Solution:** Recognizes the best solutions for improving care quality, patient safety, efficiency, medical information and/or data exchange to healthcare professionals or consumers.

J44. **Software — Human Capital Management Solution:** Recognizes the best solutions that automate any aspect of human resources management and talent acquisition, including HRIS, benefits administration, recruiting, payroll, and performance appraisal.

J45. **Software — Identity & Access Security Solution:** Recognizes the best solutions that enable the right individuals to access the right resources at the right times and for the right reasons.

J46. **Software — Infrastructure as a Service:** Recognizes the best solutions for providing infrastructure as a service, including infrastructure, provisioning, security, reporting/controls, storage, and backup in a seamless, scalable, and flexible manner.

J47. **Software — Insurance Solution:** Recognizes the best solutions for managing any aspect of the insurance industry, from billing and policy operations to solutions for agents, underwriters, shoppers and insureds. （**New category for 2018)**

J48. **Software — Integration Solution:** Recognizes the best solutions designed to integrate disparate applications, operating systems, data, and/or business processes used within an organization in order to simplify and automate their use and eliminate silos of information and functionality through dashboards or other approaches.

J49. **Software — International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.

J50. **Software — IoT Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.

J51. **Software — IT Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the IT environment.

J52. **Software — IT Service Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

J53. **Software — Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.

J54. **Software — Manufacturing Solution:** Recognizes the best solutions used in manufacturing. Nominated solutions may offer features including, among others, accounting integration, estimation, inventory management, work order flexibility, bill of materials replication, production stage management, packing slip generation, etc. (**New category for 2018)**

J55. **Software — Marketing/Public Relations Solution:** Recognizes the best solutions that enable companies to target, measure, and market, products and services to reach consumers and customers online, on mobile devices and even off-line. Solutions can include (but not limited to) marketing tactics such as SEO, SEM, social media, display advertising, native advertising, content marketing automation, marketing management, campaign management and deployment, and mobile marketing.

J56 **Software — Migration as a Service:** Recognizes the best cloud services for migrating application from virtual or physical environments to the cloud or in between clouds.

J57. **Software — Mobile Development Solution:** Recognizes the best tools or resources for designing, creating or testing mobile applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

J58. **Software — Mobile On-Demand Application:** Recognizes the best mobile applications for B2B users or consumers. For more category options for apps, see the Mobile Site & App categories.

J59. **Software — Mobile Operations Management Solution:** Recognizes the best solutions for managing the deployment and operations of products and services offered for the mobile use of B2B users or consumers.

J60. **Software — Network Security Solution:** Recognizes the best solutions for preventing and monitoring unauthorized access, misuse, modification, or denial of a computer network and network-accessible resources. Includes firewall, intrusion prevention and detection, unified threat management, VPN, etc.

J61. **Software — News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.

J62. **Software — Payments Solution:** Recognizes the best solutions for passing authorization, payments, and settlement data between a merchant's website and the merchant's processor.

J63. **Software — Platform as a Service:** Recognizes the best platforms as a service (PaaS) that increase the speed of development of applications, reduce cost of development, automate deployment, and provide flexibility and scalability. This includes enablement capabilities.

J64. **Software — Project Management Solution:** Recognizes the best business solutions that automate any aspect of managing project-based business activities. Includes estimation and planning, scheduling, cost control and budget management, resource allocation, collaboration, etc.

J65. **Software — Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems. (**New category for 2018)**

J66. **Software — Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.

J67. **Software — Relationship Management Solution:** Recognizes the best software solutions designed to expand a company's knowledge about, and relationship with, its current or potential customers and/or partners. Includes CRM, PRM, SFA, marketing automation, personalization products and services.

J68. **Software — SaaS Enablement as a Service:** Recognizes the best services for helping independent software vendors (ISVs) size, deploy and test applications so that they are fully optimized for Cloud delivery.

J69. **Software — Social Business Solution:** Recognizes the best solutions for managing and monitoring social media campaigns, building and engaging customers, and collecting and analyzing data, across multiple social networks.

J70 **Software—Software Defined Infrastructure:** Recognizes the best solutions for creating technical computing infrastructure that is entirely under the control of software with no operator or human intervention. It operates independent of any hardware-specific dependencies and is programmatically extensible. **(New category for 2018)**

J71. **Software—Software Development Solution:** Recognizes the best tools or resources for designing, creating or testing software applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.

J72. **Software—Supply Chain Management Solution:** Recognizes the best solutions for coordination and collaboration with suppliers, intermediaries, third-party service providers, and customers in the movement and storage of materials and equipment; work-in-process inventory, and finished goods from point of origin to point of consumption.

J73. **Software—Systems Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

J74. **Software—Web Services Solution:** Recognizes the best solutions that that use XML-based messages to exchange data between applications.

J75. **Software—Other:** Recognizes the best software products and solutions that don't fit into one of the many other software categories listed here.

■ Content

New categories for 2018. These categories recognize products, technology and services created by, or for, Media, Publishers and Information Services Providers.

S40. **Content—Advertising or Campaign Management Platform:** Recognizes the best platforms that help companies manage their marketing and advertising. The platforms may include integrated planning, execution and attribution, and campaign management that enable the user to adjust/optimize advertising spend.

S41. **Content—Aggregation Platform:** Recognizes services that make the best use of information aggregated from disparate sources for business users or consumers.

S42. **Content—Business Directory:** Recognizes the best Business Directories for use by consumers or other business professionals. Nominees may submit solutions developed for online or for mobile applications and can be developed for the broader market or customized based on a specific user community or vertical market.

S43. **Content—Business Information Solution:** Recognizes the best information solutions that help business professionals with their daily job functions: sales, marketing, strategy, business development, research or other corporate functions.

S44. **Content—Content Analytics Solution:** Recognizes the best content and data analytics solutions that help providers understand content utilization and data. Nominees may submit analytics solutions that include proprietary platforms and algorithmic software that measure, evaluate and analyze content and data. May include mobile tracking and analytics.

S45. **Content—Content Marketing Solution:** Recognizes the best solutions for creating compelling and engaging content and distributing that content in a targeted manner across various media.

S46. **Content—Content Rights and Delivery Solution:** Recognizes innovative Content Delivery solutions that best enable the secure electronic transfer of information or software for rental or purchase, including subsequent secure distribution and reuse with the fewest barriers to usage.

S47. **Content—Crowd Sourced Information Solution:** Recognizes the best Crowd Sourcing products or services designed for use by media companies, publishers and information providers. Nominees may submit solutions that are managed services, enterprise platforms or those that supply labor pools. The nominees' solutions can address micro-tasking, creative or engineering needs and the like.

S48. **Content—eCommerce & Billing Platform:** Recognizes the best eCommerce & Billing Platforms specifically designed for media, publishers and information providers. Nominees may submit solutions that support revenue collection such as subscription billing, single issue and content sales and/or specialty billing for media, publishers and information providers. Solutions may include online, mobile, social media and other channels their end-users and customers utilize.

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S49. **Content — Financial & Market Data Information Solution:** Recognizes the Best Financial & Market Data Solutions designed for professionals in the financial and capital markets industries. Nominees may submit solutions that provide financial, market data and related information for market practitioners. Includes real-time data services, reference data solutions, or historical data, financial news services, market analysis & research, credit services, capital markets, commodities & energy, foreign exchange, fixed income and/or merger and acquisition information.

S50. **Content — General Reference Service:** Recognizes the best reference tools for use by business professionals and researchers. Tools and/or solutions provide data, answers, articles and/or abstracts via online, mobile or other platforms.

S51. **Content — Health & Medical Information Solution:** Recognizes the best information solutions for medical and health professionals or consumers. Nominees may submit solutions for consumers, medical and healthcare professionals, or both.

S52. **Content — Information Service Delivered as Mobile App or Platform:** Recognizes the most popular or innovative information services delivered in a mobile platform or an app, providing any kind of digital content in an information-as-a-service solution that saves users of any job function time and money over traditional delivery methods. Nominees can also be in specialized verticals or media categories.

S53. **Content — Legal Information Solution:** Recognizes the best Legal Information Solutions designed for the legal professional. Nominees may submit solutions that provide access to primary and secondary legal research sources; business & practice performance development tools as well as litigation support, workflow, and e-discovery solutions designed for the legal profession.

S54. **Content — Media & Information Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations. The best solution will capture content across various forms of digital and traditional media, including web, mobile, social, TV, print, etc.

S55. **Content — Multichannel Publishing Technology:** Recognizes the best vehicles disseminating multiple forms of content (e.g. text, video, data, etc.), through multiple channels (e.g. web, mobile, print, broadcast etc.).

S56. **Content — Sales & Marketing Intelligence Solution:** Recognizes the best Sales & Marketing Intelligence solutions, which empower sales and marketing professionals with key data, insights and analytics to help drive business development and target potential sales prospects.

S57. **Content — Scholarly Publishing Information Solution:** Recognizes the best research information solutions that provides high quality content while meeting the rigorous standards for academic and scientific researchers and professionals.

S58. **Content — Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.

S59. **Content — Search Technology Solution:** Recognizes the enterprise search solutions designed for media, publishers, and information providers that best facilitate the finding of information by end-users.

S60. **Content — Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.

S61. **Content — Service Using Aggregated Content:** Recognizes the products or services that make the best use of information aggregated from disparate sources. Nominees may include solutions that directly serve business users or consumers, or that package content for reuse, resale, or redistribution.

S62. **Content — Solution for Integrating Content into the Workflow:** Recognizes the best solutions for integrating content into an end-user workflow. Nominees may include complete end-to-end user applications or integration of content and/or new features into an existing solution for any professional audience (e.g., Sales, Legal, Financial, Scientific, Medical, etc.).

S63. **Content — Subscription Management Solution:** Recognizes the best solutions to help companies manage all aspects of the subscription lifecycle. Subscription management includes onboarding, assisted or unassisted subscription sales, pricing and packaging, billing, invoicing, payments, reporting, and financial management.

S64. **Content — Video Platform for Media & Publishers:** Recognizes the best video platforms specifically designed for media, publishers and information providers dedicated to publishing, distributing and/or monetizing video assets.

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SUPPORT AWARDS CATEGORIES

Includes all administrative support, production support, security, maintenance, research, etc. functions.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017
b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017
c. 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. **Support Department of the Year**
Enter this category if you wish to recognize everyone who works in support functions in your organization, regardless of function, location, seniority or position.

L02. **Support Team of the Year**
Enter this category if you wish to recognize some subset of your entire support organization, such as a *specific* maintenance, research, security, or production support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

CREATIVE AWARDS CATEGORIES

Includes all creative management, copywriting, art direction, editorial, audio-visual production, animation, illustration, photography, etc., functions.

The information requirements for entries in these categories in the 2018 competition include:

a. An essay of up to 650 words describing the nominee's achievements since 1 January 2017
b. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2017
c. 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

D01. **Advertising or Design Agency of the Year**
Enter this category if you wish to recognize everyone who works at your advertising, marketing or design agency, regardless of of their function, location, seniority or position.

D02. **Creative Department of the Year**
Enter this category if you wish to recognize everyone who works in creative functions in your organization, regardless of function, location, seniority or position.

D03. **Creative Team of the Year**
Enter this category if you wish to recognize some subset of your entire creative organization, such as a specific animation, video, event-production, or client-creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

D04. **Creative Executive of the Year**
Enter this category to recognize the achievements of individual creative executives at the VP level or above.

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MOBILE SITE & APP AWARDS CATEGORIES

These categories recognize excellence in mobile websites and apps.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 200 words describing the mobile site or app's purpose and results to date

b. The mobile site or app itself, in the form of a demonstration video of up to three (3) minutes in length. You must attach the video to your entry through our attachment/link uploading tool

c. Optionally, you may list creative and production credits for your site or app — a list of the people and organizations that contribute to its development

P60. **Auction**
P61. **Business/Government**
P62. **Education & Reference**
P63. **Entertainment**
P64. **Events**
P65. **Experimental & Innovation**
P66. **Family & Kids**
P67. **Fashion & Beauty**
P68. **Financial Services/Banking**
P69. **Fitness & Recreation**
P70. **Food & Drink**
P71. **Games**
P72. **Guides/Ratings/Reviews**
P73. **Health**
P74. **Integrated Mobile Experience**
P75. **Lifestyle**
P76. **Magazine/Editorial**
P77. **Marketing**
P78. **Messaging**
P79. **Music**
P80. **News**
P81. **Productivity**
P82. **Professional Education**
P83. **Professional Services**
P84. **Public Service & Activism**
P85. **Real Estate**
P86. **School/University**
P87. **Shopping**
P88. **Social**
P89. **Sports**
P90. **Training**
P91. **Travel**
P92. **Utilities & Services**

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LIVE EVENT AWARDS CATEGORIES

These categories recognize excellence in live events staged since 1 January 2017.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 525 words describing the event: its genesis, goals, development, and results. You may include detailed production notes, audience demographics, etc.

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

R01. **Best Brand Experience Event**
R02. **Best Consumer Event**
R03. **Best Exhibition Display, Stand or Feature**
R04. **Best Tradeshow or Convention**
R05. **Best Association Event or Meeting**
R06. **Best Corporate Image Event**
R07. **Best New Product Introduction Event**
R08. **Best Internal Recognition/Motivational Event**
R09. **Best Sales Meeting**
R10. **Best Sales Presentation**
R11. **Best Public Relations Event**
R12. **Best Low-Budget Event** (Under $20,000/€15000)
R13. **Best Non-Profit/Charity Fundraising Event**
R14. **Best Event — Other (New category for 2018)**

www.StevieAwards.com/IBA

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PUBLICATION AWARDS CATEGORIES

These categories recognize excellence in annual reports, brochures, marketing and sales kits, house organs (corporate magazines), and other publications issued since 1 January 2017.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 200 words describing the work's purpose and results to date

b. If applicable, the electronic publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool

c. Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development

If you will submit your publication offline for review by the judges, you must first submit your entry information online. Then print out a copy of your entry and mail it with one (1) copy of the publication or series of publications to: The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030, U.S.A.

N01. **Best Annual Report**
    a. Online/Electronic
    b. Print

N02. **Best House Organ** (internal publication)
    a. For General Audience
    b. For Employees
    c. For Customers (Business)
    d. For Customers (Public Enterprise, Government, Association)

N03. **Best Marketing or Sales Brochure or Kit**
    a. Online/Electronic
    b. Print

N04. **Company History Publication**
    a. Up to 50 Years
    b. More Than 50 Years

N05. **Other Publication**
    a. Company
    b. Government
    c. Association or Non-Profit
    d. Public Relations

N06. **Best E-Book:** All e-books published by persons or organizations since 1 January 2017, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

N07. **Best Business Book:** All books published by persons or organizations since 1 January 2017, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

N08. **Best White Paper or Research Report** (New category for 2018)

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VIDEO AWARDS CATEGORIES

These categories recognize excellence in videos produced for a business- or work-related purpose that were first released or otherwise made public since 1 January 2017.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 200 words describing the video's purpose and results to date

b. If applicable, the video itself, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool

c. Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development

We prefer that you submit your video online. However, if you must submit your video on DVD for review by the judges, you must first submit your entry information online. Then print out a copy of your entry and mail it with one (1) copy of the DVD to: The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030. U.S.A.

Q01. **Branded Entertainment**
Q02. **Corporate Overview**
Q03. **Events & Webcasts**
Q04. **Internal/Employee Communications**
Q05. **Magazine Format**
Q06. **Meeting Modules**
Q07. **Motivational**
Q08. **Orientation**
Q09. **P.R.: Annual Reports**
Q10. **P.R.: Government**
Q11. **P.R.: Industrial**
Q12. **P.R.: Media & Entertainment**
Q13. **P.R.: Non-Profit Fund Raising**
Q14. **P.R.: Other**
Q15. **P.R.: Technology**
Q16. **Sales: Direct Response Marketing**
Q17. **Sales: Government**
Q18. **Sales: Industrial**
Q19. **Sales: Media & Entertainment**
Q20. **Sales: Other**
Q21. **Sales: Technology**
Q22. **Sales: Product Sales**
Q23. **Sales: Service Sales**
Q24. **Security/Safety**
Q25. **Tourism/Travel**
Q26. **Training**
Q27. **Viral**

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WEBSITE AWARDS CATEGORIES

Recognizing excellence in web sites and blogs. There is no eligibility timeframe for these categories — it doesn't matter when the site or blog was first published.

Information to be submitted online for entries in these categories in the 2018 competition include:

a. An essay of up to 200 words describing the site's purpose and achievements

b. A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site

c. Optionally, you may list creative and production credits for your site — a list of the people and organizations that contribute to its development

Industry Categories

P05. **Accounting**
P06. **Advertising, Marketing, & Public Relations**
P07. **Aerospace & Defense**
P08. **Automotive & Transport Equipment**
P09. **Banking**
P10. **Business or Professional Services**
P11. **Chemicals**
P12. **Computer Hardware**
P13. **Computer Software**
P14. **Computer Services**
P15. **Conglomerates**
P16. **Consumer Products — Durables**
P17. **Consumer Products — Non-Durables**
P18. **Diversified Services**
P19. **Electronics**
P20. **Energy**
P21. **Financial Services**
P22. **Food & Beverage**
P23. **Health Products & Services**
P24. **Hospitality & Leisure**
P25. **Insurance**
P26. **Legal**
P27. **Manufacturing**
P28. **Materials & Construction**
P29. **Media & Entertainment**
P30. **Metals & Mining**
P31. **Non-Profit Organizations, including Charities and Government**
P32. **Pharmaceuticals**
P33. **Real Estate**
P34. **Retail**
P35. **Telecommunications**
P36. **Transportation**
P37. **Utilities**

Specialty Web Categories

P40. **Best Blog**
P41. **Best Email Newsletter**
P42. **Best Events Website**
P43. **Best User Experience**
P44. **Best User Interface**
P45. **Best Web Writing/Content**
P46. **Best Home/Welcome Page**
P47. **Best Investor Relations Site**
P48. **Best Overall Web Design**
P49. **Best Online Press Room**
P50. **Best Training Site**
P51. **Best Use of Video or Moving Image**
F52. **Best Facebook Fanpage or Group**
F53. **Best Use of Instagram**
P54. **Best Twitter Feed**

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Entry Preparation Tips

1. Write Your Entries Before Submitting Them

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

2. Include Supporting Materials and Links

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

3. Focus on Achievements During the Eligiblity Period

The eligibility period for The 2018 International Business Awards® extends from 1 January 2017 through 14 June 2018. (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 the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

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

5. Test Your Links

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

6. Video Entries and Other Media Materials

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

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

Rules & Terms & Conditions of the Competition

The following are the terms and conditions of entry to The 2018 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

Entry Fees differ per category and are **listed in this entry kit**. 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 9 May 2018. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after 10 May 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 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 August. Your organization's point of contact agrees to:

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

Maintenance of Your Entry Account Information

Your organization's entry-submission account on The International Business 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. The entry-submission account may be logged into at any time at **http://www.stevieawards.com/iba**.

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

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

Stevie Award Winners in the U.S.A.
• U.S. $30 per Gold Stevie Award trophy
• U.S. $12 per Silver or Bronze Medal

Stevie Award Winners in Canada
Trophies will be shipped by FedEx International Ground and fees include customs fees and taxes
• U.S. $50 per Gold Stevie Award trophy
• U.S. $22 per Silver or Bronze Medal

Stevie Award Winners in All Other Nations
Trophies will be shipped by FedEx International Economy or DHL Express and fees includes customs fees and taxes
• U.S. $300 per Gold Stevie Award trophy
• U.S. $32 per Silver or Bronze Medal

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

Non-payment of shipping fees is *not* an option: if you submit entries to the IBAs, you agree to pay the fees due if any awards you win are not accepted at the awards event at which they are presented. You may not opt out of paying them by asking to *not* receive your awards.

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

Publication of Stevie-winning Entries

The full-text of Gold Stevie® Award-winning entries will be published on The International Business Awards web site approximately one month 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 2018 International Business 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.

What's New & Different for 2018

Eligibility Timeframe:
- Eligibility for the 2018 IBAs extends from 1 January 2017 through 13 June 2018, the last day that late entries will be accepted. Nominations should cite achievements during this eligibility window. Videos, publications, live events, and other media premiered since that date are eligible to be entered. There is no eligibility timeframe for app and website entries — it doesn't matter when they were first published.

Entry Deadlines
- There are three entry deadlines, including an early-bird deadline by which the entry fees are discounted:
  - 11 April 2018: early-bird deadline, entry fees are discounted by $45
  - 9 May 2018: deadline
  - 13 June 2018: late entry deadline, $55/entry late fee due in addition to entry fees

Entry Fees
- **Entry fees** have been raised $10 per entry from 2017.

New Categories
There are many new categories in the 2018 IBAs, including the following:
- An entire new group of categories to recognize the **Entrepreneur of the Year** in many industries as well as Founding Teams.
- One new category for **Live Events** that don't fit neatly into one of the other event categories.
- **Best White Paper or Research Report**, in the **Publications** categories.
- Four **Lifetime Achievement Award** categories, in the **Management** categories.
- **Engaged Community of the Year**, in the **Marketing** categories.
- Seven new **Software Solution** categories, in the **New Product & Service** categories.
- An entire new selection of categories to recognize **Content Solutions**, in the **New Product & Service** categories.
- Two new **PR Campaign** categories, in the **Public Relations** categories.

Higher Threshold for Automatic Stevie Award Recognition
- The minimum average score from the judges to qualify for automatic Gold, Silver or Bronze Stevie Award recognition has been raised from 7.0/10 to 7.25/10.

IBA

The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

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

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

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 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. Three we can recommend are:

Susan Lewis,
slewis@pairelations.com

Melissa Sones,
melissasonesconsulting@gmail.com

Award Winning Accelerator
Lauren Clemett & Annette Densham
info@awardwinningaccelerator.com

THE INTERNATIONAL BUSINESS AWARDS®