



THE INTERNATIONAL
BUSINESS AWARDS®

Entry Kit for The 2020 International Business Awards®

**SCHEDULE
REVISED**
See the calendar on page 3
COVID-19 Response Categories Added
See Page 9



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

We invite your organization to submit nominations to The 2020 (17th Annual) International Business Awards®, the world's top honors for achievement in the workplace.

All organizations worldwide may submit nominations to the IBAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations.

The 2019 competition attracted more than 4,000 nominations from organizations in 74 nations. Those nominations were judged by more than 250 professionals worldwide, acting on 12 specialized juries.

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

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

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

There are a number of new categories in the IBAs for 2020, and other categories have been revamped. The biggest change, however, is that we have simplified the submission requirements for a number of the category groups.

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

The Gold, Silver, and Bronze Stevie Award winners will be announced on 9 September, then celebrated at a gala event in Paris, France on 24 October. Attendance is not required to win.

We hope your organization will submit nominations to The 2020 International Business Awards. Please don't hesitate to **contact us** with your questions about how to participate.

Cordially,

Michael Gallagher
Executive Chairman
The Stevie Awards



Lesson 1: Reasons to Enter
The 2020 International Business Awards®

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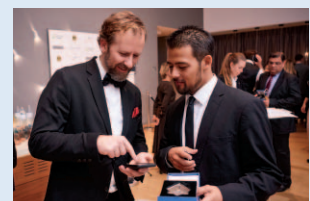
Monitor Stevie® Awards Social Media for Updates to the Calendar **REVISED CALENDAR**

10 February	Entries open for 2020 International Business Awards®
8 April	Early-bird entry deadline Entry fees are discounted through this deadline
24 June	Final entry deadline Late fees will be charged for entries submitted after this date
29 June - 31 August	Judging
28 July	Last day to submit late entries Late entries will not be penalized in any way in the judging process
9 September	Stevie winners announced Winners will be notified the day prior
10 September	Voting opens for People's Choice Stevie Awards for Favorite Companies Worldwide public vote is part of The International Business Awards
9 October	Voting closes at 11:59 pm ET for the People's Choice Stevie Awards for Favorite Companies
24 October	17th International Business Awards gala presentations This year's event will take place in Paris, France



Summary of the 2019 Awards

- ◆ [Review the List of 2019 Stevie Award Winners](#)
- ◆ [Download the Awards Banquet Program Book](#) (PDF)
- ◆ [Browse Photographs of the Awards Event](#) (Presentation)
- ◆ [Browse Photographs of the Awards Event](#) (Photo Wall)
- ◆ [Watch the Individual Awards Presentation Videos](#)
- ◆ [Watch Interviews with Stevie Winners](#)



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 30,000 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 Paris, France.
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.

How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in June – August 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 250 professionals around the world will participate in the judging process in 2020.

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 2020 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).

The 2019 IBA Gala in Vienna, Austria



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 bank transfer.

Helpful Videos



Lesson 2: What's New & Different About the 2020 IBAs



Lesson 3: How to Choose Categories for Your Nominations



Lesson 4: Tips to Help You Prepare Great Nominations



Lesson 5: How Past Winners Have Benefited by Winning

Entry Fees

	Submitted Before 9 April	Submitted Before 25 June	Submitted After 24 June (includes \$55 late fee)
COVID-19 Response Categories	\$0	\$0	\$55
Websites, Apps, Publications, Video, & Live Event Categories	\$300	\$325	\$380
Achievement Categories (NEW FOR 2020)			
Categories B55 - B63	\$500	\$525	\$580
Management Categories			
Executive of the Year Categories (A01 - A35)	\$300	\$325	\$380
A36. Chairman of the Year	\$300	\$325	\$380
A37. Maverick of the Year	\$300	\$325	\$380
A38. Innovator of the Year	\$300	\$325	\$380
A39. Woman of the Year	\$300	\$325	\$380
A40. Management Team of the Year	\$500	\$525	\$380
A41 a - d. Lifetime Achievement Awards	\$300	\$325	\$380
Company/Organization Categories			
Company of the Year Categories (B01 - B35, a - c)	FREE	FREE	\$55
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	\$500	\$525	\$580
B39 a - f. Most Innovative Tech Company of the Year	\$500	\$525	\$580
B40 a - f. Innovation of the Year	\$500	\$525	\$580
B41 a - f. Technical Innovation of the Year	\$500	\$525	\$580
B42 a - f. CSR Program of the Year	\$500	\$525	\$580
B43 a - f. Fastest-Growing Company of the Year	\$500	\$525	\$580
B44 a - f. Health, Safety & Environment Program of the Year	\$500	\$525	\$580
B45. Energy Industry Innovation of the Year	FREE	FREE	\$55
Entrepreneur of the Year Categories			
Entrepreneur of the Year (A51 - A85)	\$300	\$325	\$380
A50 a - d. Founding Team of the Year	\$500	\$525	\$580
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C07 - C44)	\$500	\$525	\$580
C01 a - f. Public Relations Agency of the Year	\$500	\$525	\$580
C02. Communications Department of the Year	\$500	\$525	\$580
C03. Communications Team of the Year	\$500	\$525	\$580
C04. Communications, IR or PR Executive of the Year	\$280	\$305	\$360
C05. Communication Professional of the Year	FREE	FREE	\$55
C06. PR Innovation of the Year	\$500	\$525	\$580
Creative Categories			
D01. Advertising or Design Agency of the Year	\$500	\$525	\$580
D02. Creative Department of the Year	\$500	\$525	\$580
D03. Creative Team of the Year	\$500	\$525	\$580
D04. Creative Executive of the Year	\$280	\$305	\$360
Customer Service Categories			
E01. Customer Service Department of the Year	\$500	\$525	\$580
E02. Customer Service Team of the Year	\$500	\$525	\$580
E03. Customer Service Executive of the Year	\$280	\$305	\$360
Human Resources Categories			
F01. Human Resources Department of the Year	\$500	\$525	\$580
F02. Human Resources Team of the Year	\$500	\$525	\$580
F03. Human Resources Executive of the Year	\$280	\$305	\$360
Information Technology Categories			
H01. Information Technology Department of the Year	\$500	\$525	\$580
H02. Information Technology Team of the Year	\$500	\$525	\$580
H03. Information Technology Executive of the Year	\$280	\$305	\$360
H04. Best Technical Support Strategy and Implementation	\$500	\$525	\$580
H05. Best Technical Support Solution	\$500	\$525	\$580
Marketing Categories			
Marketing Campaign of the Year Categories (G04 - G56)	\$500	\$525	\$580
G01. Marketing Department of the Year	\$500	\$525	\$580
G02. Marketing Team of the Year	\$500	\$525	\$580
G03. Marketing Executive of the Year	\$280	\$305	\$360
Products & Product Management Categories			
New Product or Service of the Year Categories (J01 - J78, S01 - S65)	\$500	\$525	\$580
J80. Product Development/Management Department or Team of the Year	\$500	\$525	\$580
J81. Product Development/Management Executive of the Year	\$280	\$305	\$360
Support Categories			
L01. Support Department of the Year	\$500	\$525	\$580
L02. Support Team of the Year	\$500	\$525	\$580

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.

COVID-19 RESPONSE CATEGORIES

These special categories were created to honor the contributions of individuals, groups, and organizations that have worked valiantly over the past months to keep us safe, healthy, employed, and informed.

There are no entry fees in these categories, but the \$55/entry late fee will apply for submissions to them after 24 June.

There are four groups of categories here for Individual Nominations | Organization Nominations | Marketing & Public Relations Nominations | Product & Service Nominations.

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers the same questions:**
 - a. Describe for the judges the individual, organization, campaign, innovation, or product you are nominating and why you believe their response to the COVID-19 pandemic is worthy of international recognition (up to 350 words). *Required*
 - b. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended). Add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges.** These might be photographs, press clippings, videos, work samples, or patient or customer testimonials, for example.

Individual Nominations

For nominations in these categories be sure to include the nominee's name, job title, employer's name, and photograph.

K01. **Backline Medical Hero of the Year**

This category will accept nominations of researchers, pharmacists, lab technicians, and other backline medical personnel for their heroic work in 2020 to aid the infected and save lives.

K02. **Delivery Hero of the Year**

This category will accept nominations of delivery persons for their heroic work in 2020 to keep us safely supplied.

K03. **Education Hero of the Year**

This category will accept nominations of teachers, school administrators, and other workers in education for their extra efforts to keep students safe, informed, and educated during the pandemic.

K04. **Frontline Medical Hero of the Year**

This category will accept nominations of doctors, nurses, emergency medical responders, and other frontline medical personnel for their heroic work in 2020 to aid the infected and save lives.

K05. **Government Hero of the Year**

This category will accept nominations of government employees who have gone above and beyond the call of duty in 2020 to keep us safe and informed.

K06. Media Hero of the Year

This category will accept nominations of reporters, editors, on-air personalities, and other media figures for their work in 2020 to keep us safe and informed.

K07. Public Service Hero of the Year

This will category will accept nominations of police officers, firemen, park rangers, and other public service workers for their heroic work in 2020 to keep us safe.

K08. Retail or Food Service Hero of the Year

This category will accept nominations of retail and food service workers for their heroic work in 2020 to keep us safely supplied and fed.

Organization Nominations

K10. Most Exemplary Employer

This category will accept nominations of organizations that have demonstrated their extra commitment to keeping their employees working, paid, and safe during the pandemic.

K11. Most Valuable Corporate Response

This category will accept nominations of exemplary responses by companies to the pandemic to ensure the well-being of their employees, customers, and communities.

K12. Most Valuable Government Response

This category will accept nominations of exemplary responses by government organizations to the pandemic to ensure the well-being of their constituents and employees.

K13. Most Valuable Non-Profit Response

This category will accept nominations of exemplary pandemic-specific responses by non-profit organizations to serving their communities during this time.

Marketing and Public Relations Nominations

K20. Best Use of Social Media — COVID-19-related Information

This category will accept nominations of social media communications to inform the public about the pandemic and how to stay safe.

K21. Communications or PR Campaign of the Year — COVID-19-related Information

This category will accept nominations of PR campaigns or programs to inform the public about the pandemic and how to stay safe.

K22. Marketing Campaign of the Year — COVID-19-related Information

This category will accept nominations of marketing campaign (using paid media) to inform the public about the pandemic and how to stay safe.

Product & Service Nominations

K25. Most Valuable Medical Innovation

This category will accept nominations of medical innovations developed since the beginning of 2020 to combat the COVID-19 virus.

K26. Most Valuable Technical Innovation

This category will accept nominations of technical innovations (non-medical) developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

K27. Most Valuable Product

This category will accept nominations of consumer products developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

K28. Most Valuable Service

This category will accept nominations of consumer services developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

ACHIEVEMENT AWARDS CATEGORIES

New categories for 2020. Recognizing singular achievements of various types of entire organizations (for-profit or non-profit, large medium or small, public or private).

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated organization's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization: history and past performance (up to 200 words). *Required*
 - b. Outline the organization's achievements *since the beginning of 2019* that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

B55. Achievement in Customer Satisfaction

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably increased customer satisfaction, over a prior period.

B56. Achievement in Finance

Successful nominations in this category will describe one or more of your organization's finance-related achievements since the beginning of 2019. Applicable achievement(s) may relate to start-up funding, refinancing, financial management, budgeting, etc.

B57. Achievement in Growth

Successful nominations in this category will describe one or more of your organization's growth-related achievements since the beginning of 2019. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.

B58. Achievement in Human Resources

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably improved the organization's relationship with its employees, over a prior period.



B59. Achievement in International Expansion

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 to grow its business or operations in additional nations.

B60. Achievement in Product Innovation

Successful nominations in this category will describe one or more product-related achievements since the beginning of 2019. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.

B61. Achievement in Organization Recovery

This is the “business turnaround” category. Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have demonstrably improved the organization’s financial or operational performance, over a prior period.

B62. Achievement in Sales or Revenue Generation

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have demonstrably increased sales or other revenue, over a prior period.

B63. Achievement in Science or Technology

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have initiated or promoted one or more advances in scientific or technological understanding or practice.

 **COMPANY/ORGANIZATION AWARDS CATEGORIES**

Recognizing the achievements of entire organizations since the beginning of 2019. These categories are open to all organizations worldwide — for-profit and non-profit, large and small, public and private.

The submission requirements for these categories have been updated for 2020. Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated organization’s achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization — its purpose, history, and operations (up to 200 words). *Required*
 - b. Outline the organization’s achievements *since the beginning of 2019* that you wish to bring to the judges’ attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to your past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. *At the very least, provide a link to your organization’s homepage.* (up to 250 words). *Optional*
- 2** **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.**



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 2020. 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

There are no entry fees for the Company of the Year categories (categories B01–B35).

Nominated organizations 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 $\leq \text{€}10 \text{ m}/\11 million)
- **Medium-size** ($M 250$ employees and turnover $\leq \text{€}50 \text{ m}/\55 million)
- **Large** (> 250 employees and turnover $> \text{€}50 \text{ m}/\$55 \text{ million}$)

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**

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 2018).
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 2018).
There is no entry fee for this category.
 - 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, the Caribbean & Central and South America

- B43. **Fastest-Growing Company of the Year** (Recognizing outstanding revenue growth since the start of 2019 over 2018). In outlining the organization's achievements since the beginning of 2019, make certain that you state the organization's revenue growth since the beginning of 2019, over 2018, in real or percentage terms.
- in Asia, Australia and New Zealand
 - in Asia (China, Japan and Korea)
 - in Europe
 - in the Middle East and Africa
 - in Canada and the U.S.A.
 - in Mexico, the Caribbean & Central and South America
- B44. **Health, Safety & Environment Program of the Year** (Recognizing organizations' successful implementation 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)
- in Asia, Australia and New Zealand
 - in Asia (China, Japan and Korea)
 - in Europe
 - in the Middle East and Africa
 - in Canada and the U.S.A.
 - in Mexico, the Caribbean & 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 2019. **There is no entry fee for this category.**

MANAGEMENT AWARDS CATEGORIES

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

The information requirements for entries in these categories in the 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Executive of the Year (e.g. CEO, President, Managing Director).

- 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 since the beginning of 2019.
- 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 2019.
- A38. **Innovator of the Year:** Recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2019.
- A39. **Woman of the Year:** Recognizing the achievements of women in the workplace since the beginning of 2019.
- A40. **Management Team of the Year:** Through this category you can nominate your entire management team with one nomination.
- A41. **Lifetime Achievement Award.** 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 2019.
 - a. Business Products Industries
 - b. Business Services Industries
 - c. Consumer Products Industries
 - d. Consumer Services Industries

▶ ENTREPRENEUR AWARDS CATEGORIES

These categories will recognize the achievements since the beginning of 2019 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 2019.

Information to be submitted online for entries in these categories for the 2020 IBAs will include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019.
- 2** In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

A50. Founding Team of the Year

- Business Product Industries
- Business Service Industries
- Consumer Product Industries
- 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

- Up to 500 Employees
- 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

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**



➤ PR AWARDS CATEGORIES

The submission requirements for these categories have been updated for 2020.

Agency, Department, Team, Individual, and Innovation Categories

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1 **Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated agency, department, team, or individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements *since the beginning of 2019* that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

- 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, the Caribbean & Central and South America

C02. **Communications Department of the Year**

Enter this category if you wish to recognize the recent achievements of 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 Director level or above.

C05. Communications Professional of the Year

This category will recognize the recent achievements of *non-executive* communications, PR, and IR professionals. **There is no entry fee for this category.**

C06. PR Innovation of the Year

This category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2019.

Communications or PR Campaign/Program of the Year

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Specify the date on which this campaign or program was launched. *Required*
 - b. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign or program *since the beginning of 2019*. Even if your initiative started before 2019, limit your response to activities and results since the beginning of 2019 only (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- C07. **Arts & Entertainment:** Campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.
- C08. **Brand/Reputation Management:** Campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
- C09. **Communications Research:** Recognizing research conducted for the development of business/communication strategies.
- C10. **Community Engagement:** Recognizing campaigns that helped to engage or activate a community in some specific way.

- C11. **Community Relations:** Campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
- C12. **Consumer PR for an Existing Product:** Campaigns/programs/activities around a consumer product.
- C13. **Consumer PR for an Existing Service:** Campaigns/programs/activities around a consumer service.
- C14. **Corporate Communications:** Campaigns/programs that enhance a company's overall reputation through corporate communications.
- C15. **Corporate Responsibility:** Campaigns/programs demonstrating excellence in corporate social responsibility.
- C16. **Crisis Communications Online:** For excellence in the use of social media during a crisis.
- C17. **Crisis Management:** Recognizing excellent communications management during a crisis.
- C18. **Digital Media Relations:** For PR campaigns showing creativity in its use of social media.
- C19. **Environmental:** Campaigns/programs focused on an environmental issue with substantial results for society.
- C20. **Events & Observances:** Campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
- C21. **Financial Services & Investor Relations:** For use of PR for a financial product or service or in investor relations.
- C22. **Food & Beverage:** For a PR campaign to promote a new or existing food or beverage.
- C23. **Gaming & Virtual Reality:** For a PR campaign that launched a development in the gaming or VR industry.
- C24. **Global Issues:** Campaigns/programs that demonstrate effective global communications implemented in at least two countries.
- C25. **Healthcare:** Campaign/programs in the healthcare sector, including business-to-business and consumer campaigns.
- C26. **Influencer Management:** For a PR campaign that made use of identified influencers beyond traditional media.
- C27. **Integration of Traditional and New Media:** For the creative integration of traditional and social media in a PR campaign.
- C28. **Internal Communications:** Campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
 - a. At organizations with up to 100 employees
 - b. At organizations with 100 or more employees
- C29. **Issues Management:** Campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
- C30. **Low Budget** (under €8500/USD \$10,000): Campaigns/programs that cost no more than €8500/USD \$10,000 to plan and implement.
- C31. **Marketing — Business to Business:** Campaigns/programs designed to introduce new products or promote existing products or services to a business audience.

- C32. **Marketing — Consumer Products:** Campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
- C33. **Marketing — Consumer Services:** Campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
- C34. **Media Relations:** Recognizing effective traditional media relations in a PR campaign.
- C35. **Multicultural:** Campaigns/programs specifically targeted to a cultural group.
- C36. **New Product or Service Launch:** Campaigns/programs undertaken to introduce a new product or service to the marketplace.
- C37. **Non-Profit/Charity:** Campaigns/programs that communicate the mission or activities or non-profit or charitable organizations.
- C38. **Public Affairs:** Campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
- C39. **Public Service:** Campaigns/programs that advance public understanding of societal issues, problems or concerns.
- C40. **Social Media Focused:** Campaigns/programs designed to be implemented primarily through online social media.
- C41. **Sponsorship:** Campaigns/programs that promote or create awareness of sponsorship of an event or activity.
- C42. **Sport:** For a PR campaign to promote a sport for itself or to a community.
- C43. **Technology:** Campaign/programs in the technology sector, including business-to-business and consumer campaigns.
- C44. **Travel & Tourism:** Campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

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 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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.

HR AWARDS CATEGORIES

Includes all human resources functions.

The information requirements for entries in these categories in the 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

F01. **Human Resources Department of the Year**

Enter this category if you wish to recognize the recent achievements of 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.

IT AWARDS CATEGORIES

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

The information requirements for entries in these categories in the 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

H01. Information Technology Department of the Year

Enter this category if you wish to recognize the recent achievements of 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.

H04. Best Technical Support Strategy and Implementation

Recognizes technical support organizations with the best comprehensive strategy and innovative solutions, tools, and/or services to meet customer and business needs.

H05. Best Technical Support Solution

- Computer Services
- Computer Technologies

Recognizes best technical support product, solution, or service that improves efficiency for resolving issues; improving customer experience; and/or increasing problem avoidance.



▶ MARKETING AWARDS CATEGORIES

The submission requirements for these categories have been updated for 2020.

Marketing Organization/Professional Categories

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since 1 January 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements *since the beginning of 2019* that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

G01. Marketing Department of the Year

Enter this category if you wish to recognize the recent achievements of 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 Director level or above.



Marketing Campaign of the Year — Industry Categories

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** Written answers to the following questions, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Specify the date on which this campaign was launched. *Required*
 - b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign *since the beginning of 2019*. Even if your campaign started before 2019, limit your response to activities and results since the beginning of 2019 only (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

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 — Alcohol:** Beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.

G09. **Beverages — Non-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, package tracking, 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.

- 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

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Specify the date on which this campaign was launched. *Required*
 - b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign *since the beginning of 2019*. Even if your campaign started before 2019, limit your response to activities and results since the beginning of 2019 only (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- 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.
- 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 marketplace.
- 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/USD \$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.

NEW PRODUCT & PRODUCT MANAGEMENT AWARDS CATEGORIES

Includes all product management, product development, product engineering, manufacturing, etc. functions. New products and services released since 1 January 2019 are eligible to be nominated.

Both brand-new and new-version products are eligible.

Submission requirements for these categories have been modified for 2020.

Product Management Categories

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1 **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements *since the beginning of 2019* that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, 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 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.

Product & Service Categories

For products and services introduced to the marketplace since 1 January 2019. Nominees may be brand new or new versions.

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

J01. **Business-to-Business Products**

J02. **Business-to-Business Services**

J03. **Consumer Electronics**

J04. **Consumer Products:** Recognizes all types of consumer products except those that fit in one of the other categories here. **New for 2020, this category now has four breakouts.**

- a. **Durables** (appliances, furniture, etc.)
- b. **Food & Beverage**
- c. **Household Products**
- d. **Other**

J05. **Consumer Services**

J06. **Financial Services**

J07. **Hardware — Computer**

J08. **Hardware — Networking**

- J09. **Hardware—Peripheral**
- J10. **Hardware—Semiconductor or Other Electronic Component**
- J11. **Hardware—Storage**
- J12. **Hardware—Other**
- J13. **Health & Pharmaceuticals—Product**
- J14. **Health & Pharmaceutical—Service**
- J15. **Industrial Products & Services**
- J16. **Media & Entertainment—Product**
- J17. **Media & Entertainment—Service**
- J18. **Telecommunications—Product**
- J19. **Telecommunications—Service**
- J20. **Transportation**



Business Technology Solution Categories

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**

 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- J21. **Business Technology Solution—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. **Business Technology Solution—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.
 - J23. **Business Technology Solution—Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, usage data, images, content, etc.
 - J24. **Business Technology Solution—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. **Business Technology Solution — Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions.
- J26. **Business Technology Solution — 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. **Business Technology Solution — Cloud Application/Service:** Recognize the best solutions that operate in the cloud.
- J28. **Business Technology Solution — 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. **Business Technology Solution — Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.
- J30. **Business Technology Solution — Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.
- J31. **Business Technology Solution — 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. **Business Technology Solution — 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. **Business Technology Solution — 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. **Business Technology Solution — 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. **Business Technology Solution — 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. **Business Technology Solution — 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.
- J37. **Business Technology Solution — Digital Process Automation Solution:** Recognizes the best solutions that create process applications to automate complex workflows and digital business processes for application development and deployment professionals.
- J38. **Business Technology Solution — 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.

- J39. **Business Technology Solution — 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, antispymware, personal firewall, host intrusion prevention, file/disk encryption, endpoint DLP, etc.
- J40. **Business Technology Solution — 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.
- J41. **Business Technology Solution — 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.
- J42. **Business Technology Solution — 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.
- J43. **Business Technology Solution — 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.
- J44. **Business Technology Solution — 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.
- J45. **Business Technology Solution — 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.
- J46. **Business Technology Solution — 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.
- J47. **Business Technology Solution — 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.
- J48. **Business Technology Solution — 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.
- J49. **Business Technology Solution — 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.
- J50. **Business Technology Solution — International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.
- J51. **Business Technology Solution — IoT Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.
- J52. **Business Technology Solution — IT Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the IT environment.

- J53. **Business Technology Solution — 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.
- J54. **Business Technology Solution — Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.
- J55. **Business Technology Solution — 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.
- J56. **Business Technology Solution — 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.
- J57. **Business Technology Solution — Migration as a Service:** Recognizes the best cloud services for migrating application from virtual or physical environments to the cloud or in between clouds.
- J58. **Business Technology Solution — 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.
- J59. **Business Technology Solution — 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.
- J60. **Business Technology Solution — 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.
- J61. **Business Technology Solution — 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.
- J62. **Business Technology Solution — News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.
- J63. **Business Technology Solution — Payments Solution:** Recognizes the best solutions for passing authorization, payments, and settlement data between a merchant's website and the merchant's processor.
- J64. **Business Technology — Personal Information (PI) Regulatory Compliance Solution:** **A new category for 2020.** Recognizes the best solutions for the management of regulatory compliance as it affects controller/processor relationships, data subject access requests, risk mitigation, and ongoing logging and documentation in a domestic and cross border environment.
- J65. **Business Technology Solution — 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.

- J66. **Business Technology Solution — 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.
- J67. **Business Technology Solution — Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems.
- J68. **Business Technology Solution — Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.
- J69. **Business Technology Solution — 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.
- J70. **Business Technology Solution — 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.
- J71. **Business Technology Solution — 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.
- J72. **Business Technology Solution — 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.
- J73. **Business Technology Solution — 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.
- J74. **Business Technology Solution — 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.
- J75. **Business Technology Solution — 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.
- J76. **Business Technology Solution — Vendor Management Solution:** Recognizes the best solutions that optimize and manage any aspect of contingent workforces, services procurement, human resources and talent acquisition including: HRIS, benefits administration, recruiting, payroll, supplier management, workforce optimization, and performance appraisals.
- J77. **Business Technology Solution — Web Services Solution:** Recognizes the best solutions that that use XML-based messages to exchange data between applications.
- J78. **Business Technology Solution — Other:** Recognizes the best Business Technology Solution products and solutions that don’t fit into one of the many other categories listed here.



Content & Content Technology Solution Categories

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

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

- 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 Authoring Development or Curation Solution:** Recognizes the best software solutions designed for users to be able to create, modify, design, alter, combine, customize, curate multiple content sources and formats, and share digital content.
- S46. **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.

- S47. **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.
- S48. **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.
- S49. **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.
- S50. **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.
- S51. **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.
- S52. **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.
- S53. **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.
- S54. **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.
- S55. **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.
- S56. **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.).
- S57. **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.
- S58. **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.

- S59. **Content — Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.
- S60. **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.
- S61. **Content — Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.
- S62. **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.
- S63. **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.).
- S64. **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.
- S65. **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.

Education & Education Technology Solution Categories

These categories recognize applications, products and services from developers of educational software, digital content, online learning services, and related technologies across the K-20 (or equivalent) sector.

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- S01. **Education — Arts & Creativity Solution:** Recognizes the best solutions or digital tools designed for PK-12 (or equivalent) or postsecondary learners. The solutions support educational goals within all media arts, music, theater, and visual arts areas, and helps develop fine arts skills, knowledge, and creative practices that enhance learning practices for multiple content areas.

- S02. **Education — Career and Workforce Readiness Solution:** Recognizes the best solutions or digital services that develop skills and knowledge needed in the 21st Century workforce. Includes applications that help close the gap between a learner’s current interest and skills and the needs and expectations in the workplace.
- S03. **Education — Classroom Management Solution:** Recognizes the best systems designed for PK-12 (or equivalent) educators that provide any or all of the following: student information systems, data management and reporting tools, gradebooks, standards (including Common Core) alignment tools, packages that link data and resources to instruction, and other platform tools that take user content.
- S04. **Education — Collaborative Social Media Solution for Educators:** Recognizes the best solutions designed to provide social learning, collaborative and community support for PK-12 (or equivalent) or postsecondary education faculty and administration. Includes tools for communication, professional learning experiences, resource centers, collaboration and planning tools, and other interactive, social media solutions.
- S05. **Education — Cross-Curricular Solution:** Recognizes the best tools for students, educators or administrators that can be used in multiple curriculum areas in the PK-12 (or equivalent) or postsecondary market. Includes language literacy or productivity and creativity solutions that support instruction or management across different courses or subject areas, such as career planning, document creation, graphic design, problem solving or web development.
- S06. **Education — Education Cloud-based Solution:** Recognizes the best cloud-based solutions that are always available to educational users regardless of location, are multi-platform, and provide ubiquitous access to faculty, administration, and students. Provide all applications and files for anywhere, anytime availability with an Internet connection, using devices at home or at school, from desktops to laptops to tablet or smartphones.
- S07. **Education — ELL/World Language Acquisition Instructional Solution:** Recognizes the best instructional solutions for English as a Second Language (ESL), English Language Learners (ELL), and World Languages for students in the PK-12 or postsecondary market. Includes language learning curricula and content that can be managed classroom/course-based instruction or online supplemental instruction.
- S08. **Education — Game-based Curriculum Solution:** Recognizes the best curriculum solutions that use gaming elements as an integral component of a curriculum or assessment product. Designed for PK-12 (or equivalent), postsecondary, or adult students to enable them to learn/apply concepts by using a compelling game environment that is academically and pedagogically sound.
- S09. **Education — Instructional Solution in Other Curriculum Areas:** Recognizes the best applications focusing on non-core curriculum areas for students in the PK-12 (or equivalent) or postsecondary market. These areas include (but are not limited to) art, music, health, technology, engineering, computer science or business.
- S10. **Education — K-12 Course or Learning Management Solution:** Recognizes the best digital learning environment/systems designed for K-12 (or equivalent) educators to manage curriculum-based content, student access and use, diagnostic and remediation programs, data management and reporting tools. Enables the teacher to register, access, and build course materials, communicate with students, and acquire content, developed by students, colleagues or a provider. Includes course and content-based learning management systems used by students.



- S11. **Education — K-12 Enterprise Solution:** Recognizes the best non-instructional, business management applications or services that support education enterprises in the PK-12 (or equivalent) market, including transportation, human resources, talent management, security, food services, digital communication/security solutions, scheduling and registration services, data mining, data analysis, student information systems, network services, special ed funding tracking, IEP tracking, etc. These solutions, delivered by the Internet or a network, will also best enable data exchange, processing, and reporting.
- S12. **Education — Learning Capacity-Building Solution:** Recognizes the best tools for learners that can be used to increase responsibility, independence and engagement in their learning tasks. Includes digital tools that leverage up-to-date research in learning sciences to improve the efficiency and effectiveness of the learner's skills, interest, and time on task by optimizing engagement. For use in multiple curriculum areas in either the PK-12 (or equivalent) or postsecondary market.
- S13. **Education — Learning Relationship Management Solution:** Recognizes the best digital services that manage and facilitate student-led learning to maximize learning engagement, achievement, outcome, retention and long-term success. The technology facilitates personalized learning, individualized learning paths and transparent relationships with student's support network critical to student outcomes and long-term success.
- S14. **Education — Mathematics Instructional Solution:** Recognizes the best instructional products that offer mathematics curriculum and content for students in the PK-12 (or equivalent) or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for students so they can learn and apply mathematics concepts and methods. Provides for deep learning experiences for students, supports standards alignment, and reflects current curriculum practice.
- S15. **Education — PK-12 Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for PK-12 (or equivalent) students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment, or data systems.
- S16. **Education — PreK/Early Childhood Learning Solution:** Recognizes the best digital products providing or supporting learning for children ages 3-5. Includes applications designed for tablets and/or desktop computers, in areas such as literacy and numeracy content, assessment and reporting, for use at home or in early childhood development settings.
- S17. **Education — Postsecondary Enterprise Solution:** Recognizes the best non-instructional business management applications or services that support postsecondary education enterprises. Included are class/lecture capture solutions, network services, human resources/talent management, digital communication/security solutions, scheduling and registration services, data mining, data analysis or student information systems.
- S18. **Education — Postsecondary Learning Management Solution:** Recognizes the best teaching and learning platforms designed for postsecondary faculty to manage curriculum-based content, student access, and use, diagnostic and remediation programs, data management and reporting tools. Includes enterprise e-Learning platform or course and content-based learning management systems used by students.
- S19. **Education — Postsecondary Learning Solution:** Recognizes the best broad-based, multi-disciplinary teaching solutions for curricula and content that are specifically targeted toward students in college (graduate and undergraduate) and trade/professional school learning environments. Includes solutions that deliver blended or custom-crafted materials, digitally on a number of devices. Helps students navigate their digital/ebooks and reference content in a format that fits the way they learn with interactive media, collaboration tools, and course content.

S20. **Education — Postsecondary Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for postsecondary students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment, or data systems.

S21. **Education — Professional Learning Solution for Education:** Recognizes the best educational applications or services designed to support PK-12 (or equivalent) or postsecondary education institutions in the development of faculty and administrative staff. Includes professional development programs, learning management systems, and content development, with video-based delivery and packaging tools.



S22. **Education — Reading/English/Language Arts Instructional Solution:** Recognizes the best reading/English/language arts instructional solutions.

S23. **Education — Science Instructional Solution:** Recognizes the best instructional solutions for science and health curricula and content for students in the PK-12 (or equivalent) or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S24. **Education — Social Sciences or Social Studies Instructional Solution:** Recognizes the best instructional solutions for social sciences/social studies curricula and content for students in the PK-12 or postsecondary markets. Includes managed classroom/course-based instruction, online supplemental instruction for individuals. Provides for deep learning experiences for students, supports standards alignment and reflects current curriculum practice.

S25. **Education — Solution for Special Needs Students:** Recognizes the best applications specifically designed to benefit students with unique educational needs, including those with physical or learning disabilities, those on the autism spectrum or those who are gifted and talented in the PK-12 (or equivalent) or postsecondary market.

S26. **Education — Source for Reference or Education Resources:** Recognizes the services that best package reference, original source materials, library or research information, or disaggregated media assets for educational purposes in the PK-12 (or equivalent) and/or postsecondary markets. This service can include content such as encyclopedias, maps, databases, and source material.

S27. **Education — Student Assessment Solution:** Recognizes the best applications or solutions for high-stakes assessments/preparation for high-stakes tests in the PK-12 (or equivalent) or postsecondary market for use in either formative or summative assessments.

S28. **Education — Virtual Learning Solution:** Recognizes the educational solutions that best deliver course support, full courses, or degree programs online, in either subscription-based or massive, open environments. Can be designed for tutoring, self-paced digital instruction, home-schooling, advance placement course work, credit recovery, instructional support, personalized learning environments, or college credit and targets the PK-12 (or equivalent) or postsecondary market.

SUPPORT AWARDS CATEGORIES

Includes all administrative support, production support, security, maintenance, research, etc. functions. These categories are not for customer service professionals — there are other categories to recognize their achievements.

The information requirements for entries in these categories in the 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

L01. **Support Department of the Year**

Enter this category if you wish to recognize the recent achievements of 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 2020 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** 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 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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 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.

▶ 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 2020 competition include:

- 1** An essay of up to 200 words describing the mobile site or app’s purpose and results to date.
- 2** 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.
- 3** 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**
- P93. **Best User Experience (new category for 2020)**

LIVE EVENT AWARDS CATEGORIES

These categories recognize excellence in live events staged since 1 January 2019.

Information to be submitted online for entries in these categories for the 2020 IBAs will include:

- 1** 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.
- 2** 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.
- 3** Optionally, you may list creative and production credits for your event — a list of the people and organizations that contributed to its development.

R01. **Art, Entertainment & Public**

- a. **Art Event:** Dance, music, literature, street art, exhibitions, installations, performances, etc.
- b. **Celebration Event:** For events created to celebrate an occasion, anniversary, milestone or anything that is important to an organization, community, or brand.
- c. **Cultural Event:** All events that promote culture or cultural sensitivity including parades, shows, art events or exhibitions, music or dance events, festivals, fairs, theaters etc.
- d. **Festival:** Music, film, art, food, dance or any other public or community festival that celebrates a specific theme can compete in this category.
- e. **Live Event:** Events that take place in front of a live audience, including, live performances and shows, fashion shows, competitions, games, comedy, theater, circus, concerts, live TV and radio broadcasts etc.
- f. **Municipal Event:** All public events organized for/by a specific municipality including celebrations, concerts, festivals, shows, parades, art events etc.
- g. **Music Event:** All events where music is the focal point belong here including concerts, music festivals, live vocal or instrumental performances and shows, etc.
- h. **Pop-Up Event:** Impromptu gatherings, spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.
- i. **Public Event:** All events open to the general public including all kinds of entertainment events, art exhibitions or installations, cultural or leisure events, fairs, festivals, sporting events, etc.
- j. **Roadshow:** All events that represent a series of shows or events taking place in different places around a country, a region or the world. Could be entertainment event, art exhibitions, music events, information or educational campaigns, product launches, brand engagement events, celebrations, shows, fairs, etc.
- k. **Sporting Event:** All competitions, tournaments, marathons, races, games, team sports, team buildings including sport activities and other sporting events are eligible for this award.

R02. Brand & Experiences

- a. **Brand Activation:** Any event or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service, belongs in this category.
- b. **Brand Engagement Event:** Events that drive customers' engagement to a brand, built great customer relationships and have strong post-event impact fall into this category.
- c. **CSR Event:** This category offers an opportunity to showcase your fundraisers, sustainable initiative events, educational and training events and any other event that contributes to the improvement of the social, environmental and economic development of local communities and society at large.
- d. **Exhibition Experience:** This category is for experiences that are part of an exhibition, trade, or consumer show (event, show booth, stand, pavilion, or brand display) or whole exhibitions or consumer shows dedicated specifically to a brand/product.
- e. **Experiential Event:** Events organized to create engaging experiences and emotional draw towards a brand, product or service are welcome to this category.
- f. **In-Store Experience:** Any in-store events and experiences belong in this category including product launches, brand activations, brand engagement events, promotions etc.
- g. **Interactive Outdoor Event:** This category includes literally any type of experiential event as long as it takes place outdoors and features interactive elements.
- h. **Launch Event:** Brand experiences or activations created to launch or re-launch a brand, product or service, should be submitted to this category.
- i. **Small-Budget Event** (Less Than €8500/USD \$10,000): This category honours the events on a budget who manage to create a high impact and deliver great results.
- j. **Sponsorship Experience:** This category recognizes partnerships/sponsorships that create immediate and long-term brand experiences at an event. All experiences created to promote a brand at an event as a part of partnership or sponsorship agreement belong to this category including experiences at big sporting events, entertainment events, festivals, concerts, conventions, trade shows etc.

R03. Cause & Green

- a. **Cause Event:** Events which support or raise awareness about special causes will be recognized in this awards category.
- b. **Fundraising Event:** This category showcases the most meaningful and effective fundraising and charity events around the world.
- c. **Sustainable Event:** This category recognizes the most sustainable events, events using green practices and innovative strategies to event planning that show environmental consciousness.



R04. Conferences & Meetings

- a. **Association Meeting:** Any professional association event, no matter the industry, length or frequency can compete in this category.
- b. **Conference:** Any conference, regardless of topic, location, size and target audience, may be nominated.
- c. **Consumer Show:** This category includes B2C expos, fairs, exhibits, demos and showcases of any size, intended to introduce consumers to relevant products or services.
- d. **Convention:** This category is for large conferences and meetings based upon a specific industry, profession or fandom.
- e. **Educational Event:** Any internal or external training sessions, workshops, seminars, master classes and educational courses are eligible to be nominated in this category.
- f. **Medical Congress:** This category is for medical, pharmaceutical and healthcare events.
- g. **Scientific Congress:** This category is dedicated to the scientific community and their professional gatherings, including congresses, conferences, conventions, symposia, forums, etc.
- h. **Tech Event:** All technology-related events, from geeky gatherings to high-tech trade shows, may be entered in this category.
- i. **Trade Show:** All B2B trade shows and expos of all sizes and themes, worldwide, are welcome in this category.

R05. Corporate & Community

- a. **B2B Event:** A category for all events created to build and reinforce business relationships including trade shows, conferences, corporate parties or shows, galas etc.
- b. **B2C Event:** Events created to engage the end consumer belong to this category, such as consumers shows, exhibitions, promotional events (in-store, outdoors), celebrations, etc.
- c. **Community Engagement Event:** Any event created to engage, reinforce or celebrate a community belongs to this category. That includes all interest-related conferences or meetings (like social media conferences, cooking classes etc), professional-interest events (like marketers summits, women entrepreneurs meetings etc.), cause events, customer, employee or partner engagement events etc.
- d. **Corporate Event:** Any business event intended to reward, honor, engage or educate the employees, partners, shareholders or customers (e.g. conferences, seminars, incentives, cycle meetings, corporate parties, retreats, team buildings, awards etc.).
- e. **Customer Engagement Event:** Any type of customer-centric event created to foster the relationship and brand loyalty with existing customers or engage target customers (e.g. incentives, corporate parties, consumer shows, promotional events, product launch events, celebrations etc.)
- f. **Employee Engagement Event:** This category is for internal events such as incentive trips, reward programmes, team-building, employee training programs, employee appreciation, awards, celebrations, parties, etc.
- g. **Gala:** This category is for celebratory events with spectacular entertainments, unique performances, splendid themes and featuring special guests.
- h. **Incentive Event:** For corporate events intended to reinforce the relationship or achieve higher goals with customers, employees or partners through providing any kind of incentive, belongs to this category. This may include events part of reward, recognition or loyalty programs, corporate parties, retreats, incentive trips etc.
- i. **Partner Engagement Event:** Any corporate event intended to reinforce the relationship with partners, sponsors and stakeholders may be nominated in this category (e.g. corporate parties, celebrations, incentive trips, galas, trade shows etc.)
- j. **Team Building Event:** Events designed to increase motivation and promote cooperation in a team or company could compete in this category.(e.g. retreats, corporate parties, training programs, business runs, team outings etc.)

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 2019.

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** An essay of up to 200 words describing the work's purpose and results to date.
- 3** 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.
- 3** 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. Publicly-Held Corporations
- b. Privately-Owned Companies
- c. Government Agencies
- d. Non-Profit Organizations
- e. Associations

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.** Hardcopy, electronic and virtual pieces will be accepted in this category.

- a. Publicly-Held Corporations
- b. Privately-Owned Companies
- c. Government Agencies
- d. Non-Profit Organizations
- e. Associations

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 2019, 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 2019, 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 Business Podcast (new category for 2020):** For this category, upload two or three (no more) editions of your podcast through our uploader tool.

N09. **Best White Paper or Research Report**

▶ 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 2019.

Information to be submitted online for entries in these categories in the 2020 competition include:

- 1** An essay of up to 200 words describing the video's purpose and results to date.
- 2** 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.
- 2** Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development.

Q01. **Branded Entertainment**

- Business-to-Business
- Consumer

Q02. **Corporate Social Responsibility**

Q03. **Corporate Overview**

Q04. **Documentary**

Q05. **Events & Webcasts**

Q06. **Fashion & Lifestyle**

Q07. **Food & Drink**

Q08. **Internal/Employee Communications**

Q09. **Magazine Format**

Q10. **Motivational**

Q11. **News & Politics**

Q12. **Orientation**

Q13. **P.R.: Annual Reports**

Q14. **P.R.: Government**

Q15. **P.R.: Industrial**

Q16. **P.R.: Media & Entertainment**

Q17. **P.R.: Non-profit Fund Raising**

Q18. **P.R.: Other**

Q19. **P.R.: Technology**

Q20. **Public Service & Activism**

Q21. **Sales: Direct Response Marketing**

Q22. **Sales: Government**

Q23. **Sales: Industrial**

Q24. **Sales: Media & Entertainment**

Q25. **Sales: Other**



- Q26. **Sales: Technology**
- Q27. **Sales: Product Sales**
- Q28. **Sales: Service Sales**
- Q29. **Science & Education**
- Q30. **Security/Safety**
- Q31. **Social Video (new category for 2020)**
- Q32. **Sports**
- Q33. **Training**
- Q34. **Travel & Tourism**
- Q35. **Viral**

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 2020 competition include:

- 1** An essay of up to 200 words describing the site's purpose and achievements.
- 2** 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.
- 3** Optionally, you may list creative and production credits for your site — a list of the people and organizations that contribute to its development.

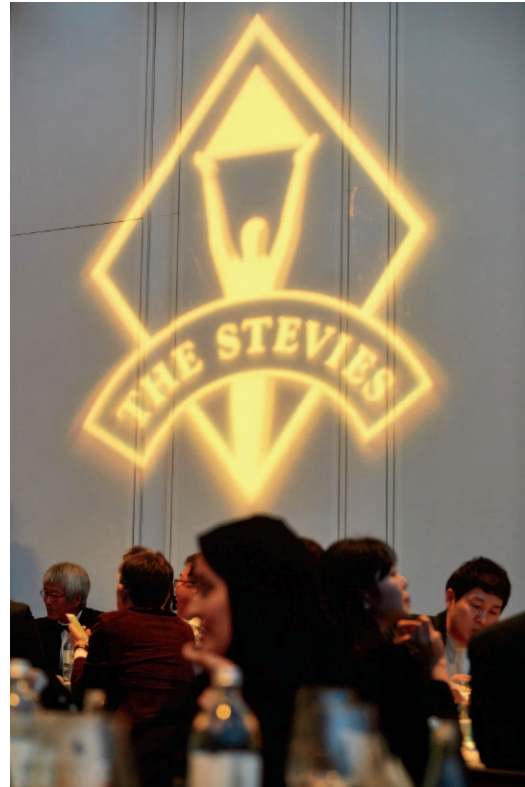
Industry Categories

- 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 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**



Entry Preparation Tips

1. Write Your Entries Offline Before Submitting Them

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

2. Include Supporting Materials and Links

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

3. Focus on Achievements During the Eligibility Period

The eligibility period for The 2020 International Business Awards® extends from 1 January 2019 through 28 July 2020. (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.

7. Giving Titles to Your Entries

When titling your entries it is not necessary to include the category name in the title — the category will be very apparent to judges when they review your entries.

When titling the nomination of an individual person, the ideal title is just the person's name and job title, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

What's New & Different for 2020

Eligibility Timeframe:

- Eligibility for the 2020 IBAs extends from 1 January 2019 through 28 July 2020, the last day that 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:
 - 8 April 2020: early-bird deadline, entry fees are discounted
 - 24 June 2020: deadline
 - 28 July 2020: late entry deadline, \$55/entry late fee due in addition to entry fees

Entry Fees

- **Entry fees** have been raised \$10 per entry from 2019.

New Submission Requirements for Some Categories Groups

- The most significant change to the IBAs for 2020 is that in five category groups — **Company/Organization, Marketing, New Products, Public Relations**, and the new **Achievement** categories — the submission requirements have been simplified. Entrants still have the option to submit a video of up to five (5) minutes in length instead of written text in these categories, but instead of the option to submit one long written essay the categories now ask for shorter answers to a series of questions.

New Categories

- The most significant category additions to the IBAs for 2020 are nine new **Achievement** categories.
- Also you will find new categories in the **Mobile Site & App, New Products, Publications**, and **Videos** category groups.



Rules & Terms & Conditions of the Competition

The following are the terms and conditions of entry to The 2020 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 24 June 2020. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after 24 June we must submit your entries for judging *before* entry fees are paid, your entries will be irrevocable 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 September. 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 24 October awards banquet in Paris, France 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 Economy, DHL Express, or UPS and fees include all 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, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$300 per Gold Stevie Award trophy
- U.S. \$32 per Silver or Bronze Medal

If you are liable to pay shipping fees, they will be automatically charged to the credit card to which entry fees were charged, approximately 10 days after 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 2020 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.





The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Each year Stevie Awards competitions receive more than 12,000 nominations from organizations in more than 70 nations.

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

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

Resources to Help 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. Four we can recommend are:

Susan Lewis,
slewis@pairelations.com

Melissa Sones,
melissasonesconsulting@gmail.com

Martha Hooper,
martha.hooper@hooperconsultinginternational.com

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



THE INTERNATIONAL
BUSINESS AWARDS®

| USA Headquarters

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