



10th Annual Stevie® Awards for Great Employers

2025 ENTRY KIT

www.StevieAwards.com/HR

WELCOME

We invite your organization to submit nominations to the 2025 (10th annual) Stevie® Awards for Great Employers. This program recognizes the world's best organizations to work for, and the HR teams, professionals, achievements, new products, and suppliers that help to create and drive great places to work.

All organizations worldwide are eligible to submit nominations: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations, and must be submitted in English.

The Stevie® Award trophy, the prize that is conferred in the Stevie Awards for Great Employers 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. Many of our winners each year are small and midsize companies that are still growing and building their brands, however.

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

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

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

The Gold, Silver, and Bronze Stevie Award winners will be announced on July 17, and celebrated on September 16 during a joint awards banquet with the Stevie® Awards for Technology Excellence in New York City. Attendance is not required to win.

We hope your organization will submit entries to the Stevie® Awards for Great Employers. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

MAGGIE MILLER

President, The Stevie® Awards



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06	Hear from Past Winners	MAY 7, 2025	Entry deadline
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08	Elements of an Effective Stevie® Awards Nomination	JUNE 11, 2025	Late entry deadline, with payment of late fee
09	Entry Fees	JUNE 13, 2025 – JULY 10, 2025	Public Voting for the Stevie Awards for Favorite Companies
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13	Reasons Why You Should Submit Nominations		



THE 2024 AWARDS

DOWNLOAD THE AWARDS BANQUET PROGRAM BOOK (PDF)



WATCH THE INDIVIDUAL AWARDS PRESENTATION VIDEOS



BROWSE PHOTOGRAPHS OF THE AWARDS PRESENTATIONS



WATCH INTERVIEWS WITH STEVIE WINNERS



SELECTION OF 2024 WINNERS



AWARDS PROCESS

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

DETERMINATION OF THE GOLD, SILVER AND BRONZE STEVIE WINNERS

Judging will be conducted from May 14 through July 10. Judges will be recruited worldwide, will be invited or will apply to judge on the Stevie Awards for Great Employers web site, and if accepted will be assigned to a jury for certain category groups by Stevie Awards staff, based on their industry, function, and experience. A judge will not be assigned categories to which their own organization has submitted entries.

Each entry will be reviewed and rated by no fewer than five (5) judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Rating will be done on a scale of 1-10. The average scores of judges will determine the Gold, Silver and Bronze Stevie Award winners in each category.

In the Employer of the Year categories, the votes of the general public will be added to the average scores of the professional judges to determine the Stevie winners: .001 point per vote, or one (1) point for every 1,000 public votes.

All entries with an average score of 7.75 or higher will automatically be eligible for Stevie Award status. The qualifying entry in each category with the highest average score after judging is completed will receive a Gold Stevie Award. Any qualifying entries with a final average score of at least 8.25 will be designated as Silver Stevie winners, and will receive a silver medal. All other qualifying entries with a score of 7.75 or higher will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the right to promote their Silver- and Bronze-winning Stevie status, and will have the option to purchase their Silver and Bronze Stevie statues.

Winners will be notified and announced in July. Gold, Silver, and Bronze Stevie winners will then be celebrated at an awards banquet in New York on September 16. Attendance is not required to win.

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

DETERMINATION OF GRAND STEVIE AWARD WINNERS

The organization that wins the most Gold, Silver and Bronze Stevie Awards will be presented with the Grand Stevie Award for Organization of the Year. The winner will be determined by total points won, with a Gold Stevie win counting for three (3) points, a Silver Stevie win for two (2) points, and a Bronze Stevie win for one-and-a-half (1.5) points. The nomination with the highest average score from the professional judges will be conferred a Grand Stevie Award as the Highest-rated Nomination of the Year.



HEAR FROM PAST WINNERS



“ Winning the Stevie Award for the remote work category this year highlights our effective approach to managing and thriving in a remote environment. It confirms our commitment to best practices in remote work, and it's a significant nod to our team's hard work and dedication. This award boosts our confidence and enthusiasm to continue delivering excellence in the remote work arena.

MILANA LELOVIC, MAILBIRD



“ Winning a Stevie Award for Great Employer this year signifies an exceptional achievement that highlights our organization's unwavering commitment to fostering a positive and thriving workplace culture. This esteemed recognition not only celebrates our dedication to employee well-being and professional growth but also underscores our continuous efforts to use tech for good and make a positive impact in the lives of our people, clients, customers, and communities.

**PEARL SY
MDI Novare**

“ For me and our kind mindit.io community, this award symbolizes far more than words or conventional norms can express. It goes beyond recognizing the hard work behind the scenes, within the HR 'battlefield,' and serves as a testament to the idea that professionalism and accomplishments, regardless of one's experience, age, or role, ultimately hold greater significance. Truly, the Stevie Awards crown exceptional achievements and great employers.

ESTERA FODOREAZ, MINDIT.IO

“ We are so proud of winning this Stevie Award for the second year in a row. It is a recognition of the hard work, commitment to excellent customer service, and innovative solutions delivered to our amazing clients around the world.

MANAGEMENT DYNAMICS



HOW TO ENTER

Visit the website at www.StevieAwards.com/HR and click the **READY? ENTER NOW** button at the top of any page.

Complete the registration form to create the account in which you'll submit your nominations, or login to your existing account, if you already have one.

Within your entry-submission account, follow the instructions to create and save your first entry.

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

When you've created all of your entries, go to the shopping cart in your account and click the **Checkout** button.

Review and agree to the **Terms and Conditions of Entry**, and choose how to pay your entry fees.

SUBMISSIONS IN ENGLISH

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

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

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

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

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

THE ELEMENTS OF AN EFFECTIVE STEVIE® AWARDS NOMINATION

1

Effective Nominations Are Focused on the Eligibility Period

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

2

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

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

3

Effective Nominations Are Supported by Materials to Back up Your Claims

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

ENTRY FEES

Early-bird entry fees are as follows:

- U.S. \$285 per entry in four categories that recognize the achievements of individuals: C01, C02, C03 and L05. There are no entry fees in other HR Individual categories.
- U.S. \$510 per entry in the categories that recognize the achievements of entire organizations, teams, departments, solutions, implementations, and training programs, media, and platforms.

Entry fees will rise \$45/entry after the April 8 early-bird deadline. Entries may be still be submitted after the final deadline of May 7, up through June 11, but a late fee of \$55/entry will be assessed in addition to the entry fee.

If appropriate, an entry may be entered in multiple categories; and the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards.

Payment may be made by credit card, check, or wire transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a U.S. bank payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft.

For wire transfers to our bank, write to help@stevieawards.com for instructions.

No refunds will be made after May 7, 2025.



2025 CATEGORIES

The categories of the 2025 Stevie® Awards for Great Employers are listed in the following groupings.

Nominations that won in the 2024 Stevie Awards for Great Employers may be resubmitted for consideration in the 2025 awards. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.

EMPLOYER OF THE YEAR CATEGORIES



HR ACHIEVEMENT CATEGORIES



HR INDIVIDUAL CATEGORIES



HR TEAM CATEGORIES



**SOLUTIONS, IMPLEMENTATIONS, AND TRAINING PROGRAMS
OR MEDIA CATEGORIES**



SOLUTION PROVIDER CATEGORIES



THOUGHT LEADERSHIP CATEGORIES



RULES, TERMS & CONDITIONS OF ENTRY

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

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



DISPOSITION OF SUBMITTED MATERIALS



CONFIDENTIALITY OF ENTRIES



PAYMENT OF SHIPPING FEES




PUBLICATION OF STEVIE-WINNING ENTRIES



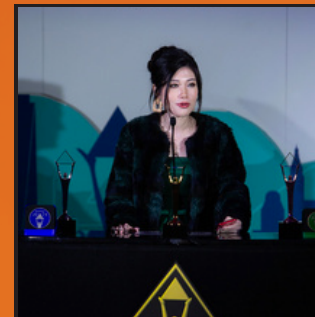
NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



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



ENTRY PREPARATION TIPS

1 Write Your Entries Offline Before Submitting Them

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

2 Add Supporting Materials & Links

For most categories, attaching supporting files or web URLs to your entries is optional. It is encouraged to attach materials that backup claims made in your entry. At the very least, share the URL of your organization's website so the judges have access to basic information about your organization.

3 Focus on Achievements During the Eligibility Period

The eligibility period for the 2025 Stevie® Awards for Great Employers extends from January 1, 2023 through June 11, 2025 (the last day that entries will be accepted). While your entries may make reference to achievements from before this period, they should focus 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, create one account in your agency's name, with your agency's contact information and description. Begin each entry's title with the name of the client. Then we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

5 Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it. Upload links in the order in which you'd like judges to view them.

6 Video Entries and Other Media Materials

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

7 Giving Titles to Your Entries

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



10 REASONS WHY YOU SHOULD ENTER

1

Entering is a cost-effective way to thank and honor your valued employees and to build or burnish your organization's brand.

2

The entry fees are nominal compared to the publicity boon your firm can reap when you become a Stevie® winner.

3

Small organizations have just as much chance to win a Stevie as big companies do.

4

There are scores of categories to recognize achievement in every facet of the workplace, from the executive suite to the training room.

5

If you're a solution provider or product marketer, your work will be reviewed and honored by potential clients, not just your competitors.

6

Many of the world's top business executives will review your nominations during the judging process, and you'll gain access to their comments..

7

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

8

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

9

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

10

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



THE STEVIE® AWARD

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in the workplace to organizations and individuals in more than 70 nations.

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

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

RESOURCES TO HELP YOU PREPARE YOUR ENTRY

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

Award-Winning Results, Jacque Burandt, jacqueline.burandt@gmail.com

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

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

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

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

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



**FOR GREAT
EMPLOYERS**

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