

# Entry Kit for the 2017 Stevie® Awards for Women in Business



Complete instructions about how to prepare and submit nominations to the world's preeminent awards program for female entrepreneurs, executives, employees, and the organizations they run.



FOR WOMEN  
IN BUSINESS





## Entry Kit for the 2017 Stevie® Awards for Women in Business



We invite your organization to submit nominations to the 2017 (14th Annual) Stevie® Awards for Women in Business, the world’s top honors for female entrepreneurs, executives, employees, and the organizations they run.

All organizations worldwide are eligible to participate in the awards: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. Last year’s competition attracted more than 1,400 nominations from organizations in 22 nations.

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

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

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

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

We hope your organization will submit entries to the 2017 Stevie Awards for Women in Business. Please don’t hesitate to contact us with your questions about how to participate.

Cordially,

**Michael Gallagher**  
President  
The Stevie Awards



Stevie Awards president Michael Gallagher talks about the awards.

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# Monitor Stevie® Awards Social Media for Updates to the Calendar

## 2017 Calendar

- July 19 ..... Early-bird entry deadline
- August 23 ..... Entry deadline
- August 28 – October 1 ..... First-round judging
- September 20 ..... Last day that late entries will be accepted with payment of \$55/entry late fee
- October 4 ..... Finalists announced
- November 17 ..... Results announced at awards dinner, Marriott Marquis Hotel, New York

## Some Past Stevie® Award Winners

*Winning a Stevie Award for Safecity, an app which allows women to report harassment in real time to authorities in India and around the world, means so much. The data we collect helps law enforcement and community leaders deal with these issues. The Stevie Award is more than a business award to us, it shows women's rights are human rights.*

**ElsaMarie D'Silva**, Founder, SafeCity

*Japan is still a very conservative business culture with many challenges for women. For instance, women run less than 1% of the 3,000 companies listed on the Japanese stock exchange. In fact, I may be the only female Founder! In my own small way, I think my Stevie Award will encourage and inspire the future businesswomen of Japan.*

**Etsuko Tsugihara**, Founder & President, Sunny Side Up, Inc.

*Wining the Stevie Award has given us a platform internationally, beyond the areas we service in the United States. It provides a platform for us to reach larger communities with the work that we do in public relations, that we wouldn't reach otherwise.*

**Shonda Scott**, CEO and Founder, 360 Total Concept

*Winning a Stevie Award is really exciting. It's great for morale and it's nice to have third party credentials that tell us we're doing all the right things. We're only two years old; it definitely is an honor to be competing with companies that are 25 and 30 years old from all over the world. When you're a business owner you don't get a lot of people telling you you're doing a good job, so it's nice to have a room full of other women celebrating each other.*

**Megan Driscoll**, Founder and CEO, EvolveMKD

*I'm so thrilled and humbled particularly for the Maverick of the Year award because it's about passion, transformation, and change and that's what I'm about. I met so many Stevie Awards for Women in Business winners who have done so many amazing things --I'm just a small cog in the wheel. The Stevie Awards helps to shine a light on what women can do.*

**Rita Trehan**, Rita Trehan LLC



## How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in one round that will begin in late August and conclude at the end of September. Judges will be recruited worldwide, will apply to judge on the Women in Business Awards website, and if accepted will be assigned to juries by Stevie Awards staff, based on their function, industry and experience.

All entries that receive an average score of at least 7.0 from the judges will be accorded Stevie Award status. The qualifying entry in each category with the highest average score will receive a Gold Stevie Award. Other qualifying entries with an average score of at least 8.0 will be designated as Silver Stevie winners, and will receive a silver medal. Remaining qualifying entries will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the option to purchase their Silver and Bronze Stevie trophies.

## The Top 5 Awards

The Top 5 Awards are five best-of-competition prizes that will be presented to the organizations that submit the best collection of entries to the Stevie Awards for Women in Business, in their own name or in the names of one or more clients.

**The winners of these prizes will be awarded the Grand Stevie Award trophy.**

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the Stevie Awards for Women in Business, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5 points. Points cannot be counted more than once in calculating Top 5 Award winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).



## 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/Women](http://www.StevieAwards.com/Women) and click on the ENTER button on the navigation bar.
- 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, bank check, or wire transfer.

## Entry Fees

	If Submitted Before July 20	If Submitted Before August 24	If Submitted After August 23 (Includes Late Fee)
<b>INDIVIDUAL WOMEN AWARDS CATEGORIES</b>			
1. Female Entrepreneur of the Year – Business Products – 10 or Less Employees	\$145	\$180	\$235
2. Female Entrepreneur of the Year – Business Products – 11 to 2,500 Employees	\$195	\$230	\$285
3. Female Entrepreneur of the Year – Business Products – More Than 2,500 Employees	\$245	\$280	\$335
4. Female Entrepreneur of the Year – Business Services – 10 or Less Employees	\$145	\$180	\$235
5. Female Entrepreneur of the Year – Business Services – 11 to 2,500 Employees	\$195	\$230	\$285
6. Female Entrepreneur of the Year – Business Services – More Than 2,500 Employees	\$245	\$280	\$335
7. Female Entrepreneur of the Year – Consumer Products – 10 or Less Employees	\$145	\$180	\$235
8. Female Entrepreneur of the Year – Consumer Products – 11 to 2,500 Employees	\$195	\$230	\$285
9. Female Entrepreneur of the Year – Consumer Products – More Than 2,500 Employees	\$245	\$280	\$335
10. Female Entrepreneur of the Year – Consumer Services – 10 or Less Employees	\$145	\$180	\$235
11. Female Entrepreneur of the Year – Consumer Services – 11 to 2,500 Employees	\$195	\$230	\$285
12. Female Entrepreneur of the Year – Consumer Services – More Than 2,500 Employees	\$245	\$280	\$335
13. Female Solo Entrepreneur of the Year	\$145	\$180	\$235
14. Female Innovator of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
15. Female Innovator of the Year – Government or Non-Profit – 11 to 2,500 Employees	FREE	FREE	\$55
16. Female Innovator of the Year – Government or Non-Profit – More Than 2,500 Employees	FREE	FREE	\$55
17. Female Executive of the Year – Business Products – 10 or Less Employees	\$145	\$180	\$235
18. Female Executive of the Year – Business Products – 11 to 2,500 Employees	\$195	\$230	\$285
19. Female Executive of the Year – Business Products – More Than 2,500 Employees	\$245	\$280	\$335
20. Female Executive of the Year – Business Services – 10 or Less Employees	\$145	\$180	\$235
21. Female Executive of the Year – Business Services – 11 to 2,500 Employees	\$195	\$230	\$285
22. Female Executive of the Year – Business Services – More Than 2,500 Employees	\$245	\$280	\$335
23. Female Executive of the Year – Consumer Products – 10 or Less Employees	\$145	\$180	\$235
24. Female Executive of the Year – Consumer Products – 11 to 2,500 Employees	\$195	\$230	\$285
25. Female Executive of the Year – Consumer Products – More Than 2,500 Employees	\$245	\$280	\$335
26. Female Executive of the Year – Consumer Services – 10 or Less Employees	\$145	\$180	\$235
27. Female Executive of the Year – Consumer Services – 11 to 2,500 Employees	\$195	\$230	\$285
28. Female Executive of the Year – Consumer Services – More Than 2,500 Employees	\$245	\$280	\$335
29. Female Executive of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
30. Female Executive of the Year – Government or Non-Profit – 11 to 2,500 Employees	FREE	FREE	\$55
31. Female Executive of the Year – Government or Non-Profit – More Than 2,500 Employees	FREE	FREE	\$55
32. Female Entrepreneur of the Year in Asia, Australia or New Zealand	\$245	\$280	\$335
33. Female Executive of the Year in Asia, Australia or New Zealand	\$245	\$280	\$335
34. Female Entrepreneur of the Year in Canada	\$245	\$280	\$335
35. Female Executive of the Year in Canada	\$245	\$280	\$335
36. Female Entrepreneur of the Year in Europe, the Middle East & Africa	\$245	\$280	\$335
37. Female Executive of the Year in Europe, the Middle East & Africa	\$245	\$280	\$335
38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America	\$245	\$280	\$335
39a. Most Innovative Woman of the Year – Advertising, Marketing & Public Relations	\$245	\$280	\$335
39b. Most Innovative Woman of the Year – Business Services	\$245	\$280	\$335
39c. Most Innovative Woman of the Year – Franchising	\$245	\$280	\$335
39d. Most Innovative Woman of the Year – Industry	\$245	\$280	\$335
39e. Most Innovative Woman of the Year – Government or Non-Profit	FREE	FREE	\$55
39f. Most Innovative Woman of the Year – Manufacturing	\$245	\$280	\$335
39g. Most Innovative Woman of the Year – Technology	\$245	\$280	\$335
40. Young Female Entrepreneur of the Year	\$145	\$180	\$235
41. Maverick of the Year	\$245	\$280	\$335
42. Lifetime Achievement – Business	\$245	\$280	\$335
43. Lifetime Achievement – Government or Non-Profit	\$245	\$280	\$335
44. Mentor or Coach of the Year – Business	\$245	\$280	\$335
45. Mentor or Coach of the Year – Government or Non-Profit	\$245	\$280	\$335
46. Women Helping Women – Business	\$245	\$280	\$335
47. Women Helping Women – Government or Non-Profit	\$195	\$230	\$285
48a. Female Employee of the Year – Business	FREE	FREE	\$55
48b. Female Employee of the Year – Government or Non-Profit	FREE	FREE	\$55

Continued →



## ENTRY FEES

→ *Continued*

	If Submitted Before July 20	If Submitted Before August 24	If Submitted After August 23 (Includes Late Fee)
<b>INDIVIDUAL WOMEN AWARDS CATEGORIES – <i>Continued</i></b>			
49a. Woman of the Year – Advertising, Marketing & Public Relations	\$245	\$280	\$335
49b. Woman of the Year – Business Services	\$245	\$280	\$335
49c. Woman of the Year – Franchising	\$245	\$280	\$335
49d. Woman of the Year – Industry	\$245	\$280	\$335
49e. Woman of the Year – Government or Non-Profit	FREE	FREE	\$55
49f. Woman of the Year – Manufacturing	\$245	\$280	\$335
49g. Woman of the Year – Technology	\$245	\$280	\$335
<b>COMPANY/ORGANIZATION (WOMEN-OWNED OR -LED) AWARDS CATEGORIES</b>			
50. Company of the Year – Business Products – 10 or Less Employees	\$195	\$230	\$285
51. Company of the Year – Business Products – More Than 10 Employees	\$445	\$480	\$535
52. Company of the Year – Business Services – 10 or Less Employees	\$195	\$230	\$285
53. Company of the Year – Business Services – More Than 10 Employees	\$445	\$480	\$535
54. Company of the Year – Consumer Products – 10 or Less Employees	\$195	\$230	\$285
55. Company of the Year – Consumer Products – More Than 10 Employees	\$445	\$480	\$535
56. Company of the Year – Consumer Services – 10 or Less Employees	\$195	\$230	\$285
57. Company of the Year – Consumer Services – More Than 10 Employees	\$445	\$480	\$535
58. Organization of the Year – Government or Non-Profit – 10 or Less Employees	FREE	FREE	\$55
59. Organization of the Year – Government or Non-Profit – More Than 10 Employees	FREE	FREE	\$55
60a. Startup of the Year – Business Products Industries	FREE	FREE	\$55
60b. Startup of the Year – Business Services Industries	FREE	FREE	\$55
60c. Startup of the Year – Consumer Products Industries	FREE	FREE	\$55
60d. Startup of the Year – Consumer Services Industries	FREE	FREE	\$55
61. Most Innovative Company of the Year – 10 or Less Employees	\$195	\$230	\$285
62. Most Innovative Company of the Year – More Than 10 Employees	\$445	\$480	\$535
63. Fastest Growing Company of the Year	\$195	\$230	\$285
64. Community Involvement Program of the Year	\$195	\$230	\$285
65. Management Team of the Year – 10 or Less Employees	\$195	\$230	\$285
66. Management Team of the Year – More Than 10 Employees	\$455	\$480	\$535
67. Women-Run Workplace of the Year – 10 or Less Employees	\$195	\$230	\$285
68. Women-Run Workplace of the Year – More Than 10 Employees	\$445	\$480	\$535
<b>NEW PRODUCT &amp; SERVICE (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES</b>	\$195	\$230	\$285
<b>COMMUNICATIONS &amp; MARKETING (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES</b>	\$445	\$480	\$535
<b>MEDIA (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES</b>	\$245	\$280	\$335



## Categories

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

### ► Individual Women Awards Categories

These categories will recognize the achievements since July 1, 2016 of individual female entrepreneurs, executives and employees.

#### Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated individual's achievements in the category since July 1, 2016
2. A biography of up to 125 words of the nominee
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.

The entrepreneur categories are for women who founded their organizations. The executive categories are for women who run all or some part organizations founded by others. Employee totals are for the entire organization.

1. Female Entrepreneur of the Year – Business Products – 10 or Less Employees
2. Female Entrepreneur of the Year – Business Products – 11 to 2,500 Employees
3. Female Entrepreneur of the Year – Business Products – More Than 2,500 Employees
4. Female Entrepreneur of the Year – Business Services – 10 or Less Employees
5. Female Entrepreneur of the Year – Business Services – 11 to 2,500 Employees
6. Female Entrepreneur of the Year – Business Services – More Than 2,500 Employees
7. Female Entrepreneur of the Year – Consumer Products – 10 or Less Employees
8. Female Entrepreneur of the Year – Consumer Products – 11 to 2,500 Employees
9. Female Entrepreneur of the Year – Consumer Products – More Than 2,500 Employees
10. Female Entrepreneur of the Year – Consumer Services – 10 or Less Employees
11. Female Entrepreneur of the Year – Consumer Services – 11 to 2,500 Employees
12. Female Entrepreneur of the Year – Consumer Services – More Than 2,500 Employees
13. Female Solo Entrepreneur of the Year: **new category for 2017**. This category will recognize the achievements of women business owners who work alone.
14. Female Innovator of the Year – Government or Non-Profit – 10 or Less Employees  
(This category has no entry fee)
15. Female Innovator of the Year – Government or Non-Profit – 11 to 2,500 Employees  
(This category has no entry fee)
16. Female Innovator of the Year – Government or Non-Profit – More Than 2,500 Employees  
(This category has no entry fee)
17. Female Executive of the Year – Business Products – 10 or Less Employees
18. Female Executive of the Year – Business Products – 11 to 2,500 Employees
19. Female Executive of the Year – Business Products – More Than 2,500 Employees
20. Female Executive of the Year – Business Services – 10 or Less Employees
21. Female Executive of the Year – Business Services – 11 to 2,500 Employees
22. Female Executive of the Year – Business Services – More Than 2,500 Employees
23. Female Executive of the Year – Consumer Products – 10 or Less Employees
24. Female Executive of the Year – Consumer Products – 11 to 2,500 Employees

25. Female Executive of the Year – Consumer Products – More Than 2,500 Employees
26. Female Executive of the Year – Consumer Services – 10 or Less Employees
27. Female Executive of the Year – Consumer Services – 11 to 2,500 Employees
28. Female Executive of the Year – Consumer Services – More Than 2,500 Employees
29. Female Executive of the Year – Government or Non-Profit – 10 or Less Employees  
(This category has no entry fee)
30. Female Executive of the Year – Government or Non-Profit – 11 to 2,500 Employees  
(This category has no entry fee)
31. Female Executive of the Year – Government or Non-Profit – More Than 2,500 Employees  
(This category has no entry fee)
32. Female Entrepreneur of the Year in Asia, Australia or New Zealand
33. Female Executive of the Year in Asia, Australia or New Zealand
34. Female Entrepreneur of the Year in Canada
35. Female Executive of the Year in Canada
36. Female Entrepreneur of the Year in Europe, the Middle East & Africa
37. Female Executive of the Year in Europe, the Middle East & Africa
38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America
39. **Most Innovative Woman of the Year: new categories for 2017.** These categories will recognize individual women for the innovations they initiated, developed, or launched since the beginning of July 2016. Choose the category that corresponds to your nominee's industry, not her job function.
- |  |                      |
|--|----------------------|
| a. Advertising, Marketing & Public Relations | b. Business Services |
| c. Franchising                               | d. Industry          |
| e. Government or Non-Profit                  | e. Manufacturing     |
| f. Technology                                |                      |
40. **Young Female Entrepreneur of the Year:** This category will recognize the achievements of female entrepreneurs under the age of 30.
41. **Maverick of the Year:** This category will recognize the achievements of female individuals who have affected positive change on their companies and/or industries.
42. **Lifetime Achievement – Business**
43. **Lifetime Achievement – Government or Non-Profit:** These categories will recognize individual executives and entrepreneurs who have achieved accomplishments of significance over their entire careers. There is no eligibility period requirement for these categories.
44. **Mentor or Coach of the Year – Business**
45. **Mentor or Coach of the Year – Government or Non-Profit:** These categories will recognize the achievements of women who provided support and guidance to other women in the workplace.
46. **Women Helping Women – Business**
47. **Women Helping Women – Government or Non-Profit:** These categories will recognize the achievements of women who provided support and assistance to women in their communities.
48. **Female Employee of the Year:** This category will recognize the achievements of non-executive female employees. **There is no entry fee for this category.**
- |             |                             |
|-------------|-----------------------------|
| a. Business | b. Government or Non-Profit |
|-------------|-----------------------------|
49. **Woman of the Year:** These categories will recognize individual women, regardless of their titles, positions, or entrepreneurial or executive status, for their achievements since July 1, 2016, in the following industry sectors
- |  |                      |
|--|----------------------|
| a. Advertising, Marketing & Public Relations | b. Business Services |
| c. Franchising                               | d. Industry          |
| e. Government or Non-Profit                  | e. Manufacturing     |
| f. Technology                                |                      |



## ► **Company/Organization (Women-Owned or -Led) Awards Categories**

These categories will recognize the achievements since July 1, 2016 of women-owned and -run organizations worldwide. To be eligible for these categories, an organization must be at least 50% owned by one or more women, **and/or** have a woman as its chief executive and at least 40% of its management team comprised of women.

### **Entries to these categories require the following:**

1. An essay of up to 525 words describing the nominated organization's achievements in the category since July 1, 2016
2. A biography of up to 125 words of the leader of the nominated organization
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.

Note that employee totals are for the entire organization.

50. **Company of the Year – Business Products – 10 or Less Employees**
51. **Company of the Year – Business Products – More Than 10 Employees**
52. **Company of the Year – Business Services – 10 or Less Employees**
53. **Company of the Year – Business Services – More Than 10 Employees**
54. **Company of the Year – Consumer Products – 10 or Less Employees**
55. **Company of the Year – Consumer Products – More Than 10 Employees**
56. **Company of the Year – Consumer Services – 10 or Less Employees**
57. **Company of the Year – Consumer Services – More Than 10 Employees**
58. **Organization of the Year – Government or Non-Profit – 10 or Less Employees**  
**(This category has no entry fee)**
59. **Organization of the Year – Government or Non-Profit – More Than 10 Employees**  
**(This category has no entry fee)**
60. **Startup of the Year:** These categories will recognize the achievements since July 1, 2016 of organizations that *began operations* after July 1, 2015.  
**There are no entry fees for these categories.**
  - a. **Business Products Industries**
  - b. **Business Services Industries**
  - c. **Consumer Products Industries**
  - d. **Consumer Services Industries**
61. **Most Innovative Company of the Year – 10 or Less Employees**
62. **Most Innovative Company of the Year – More Than 10 Employees**
63. **Fastest Growing Women-Owned or -Led Company of the Year**
64. **Community Involvement Program of the Year at a Women-Owned or -Led Organization**
65. **Management Team of the Year at a Women-Owned or -Led Organization – 10 or Less Employees**
66. **Management Team of the Year at a Women-Owned or -Led Organization – More Than 10 Employees**
67. **Women-Run Workplace of the Year – 10 or Less Employees**
68. **Women-Run Workplace of the Year – More Than 10 Employees**

## ► **New Product & Service (Developed for/by Women) Awards Categories**

These categories will recognize new products and services introduced to the marketplace since July 1, 2016, created by or for women.

### **Entries in these categories require the following:**

1. An essay of up to 525 words describing the nominated product or service: its features, functions, benefits, and performance to date
2. A biography of the leader of the team that developed the new product or service (up to 125 words)
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. These might include product reviews, product demonstration videos, photographs, etc.

**70. Best New Product or Service of the Year – Business Products**

**71. Best New Product or Service of the Year – Business Services**

**72. Best New Product or Service of the Year – Consumer Products**

**73. Best New Product or Service of the Year – Consumer Services**

## ► **Communications & Marketing (Developed for/by Women) Awards Categories**

### **Entries in these categories require the following:**

1. An essay of up to 525 words describing the nominated campaign: its genesis, development, planning, commission, and performance to date.
2. A biography of the leader of the team that developed the campaign (up to 125 words)
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. These might include news clippings, work samples, videos, photographs, etc.

**80. Communications or PR Campaign of the Year:** Recognizing excellence in public relations, press relations, and publicity programs by or for women since July 1, 2016.

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

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

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

**d. Internal Communications – Up to 1,000 Employees:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.

**e. Internal Communications – 1,000 or More Employees:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.

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

**g. Low Budget (under \$10,000/€7000):** campaigns/programs that cost no more than \$10,000/€7000 to plan and implement.

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

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

- j. **Marketing – Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
  - k. **Multicultural:** campaigns/programs specifically targeted to a cultural group.
  - l. **Reputation/Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
  - m. **Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
  - n. **Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.
  - o. **Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.
- 81. Marketing Campaign of the Year:** Recognizing excellence in marketing by or for women since July 1, 2016. Advertising campaigns are comprised of paid media only. Marketing campaigns may include a combination of paid media and other types of communication.
- a. **Business-to-Business Advertising Campaign of the Year**
  - b. **Business-to-Business Marketing Campaign of the Year**
  - c. **Consumer Advertising Campaign of the Year**
  - d. **Consumer Marketing Campaign of the Year**
  - e. **Mobile Marketing Campaign of the Year**
  - f. **Online Marketing Campaign of the Year**
  - g. **Retail/Merchandising Marketing Campaign of the Year**
  - h. **Small-Budget Marketing Campaign of the Year (<\$3 million/€2 million)**
  - i. **Viral Marketing Campaign of the Year**

### ▶ **Media (Developed for/by Women) Awards Categories**

#### **Entries in these categories require the following:**

1. An essay of up to 200 words describing the nominated work: its purpose and results to date.
2. The nominated work itself, which you should upload to our server via the uploading tool on our online entry form.
3. Optionally, you can provide creative and production credits for the work, such as writers, creative directors, and programmers.

**82. Website or Blog of the Year:** Recognizing excellence in web sites and blogs created and maintained by or for women. There is no eligibility period requirement for this category – it doesn't matter when the site or blog was first published.

**83. Event of the Year:** Recognizing events of all types staged *for* women since July 1, 2016.

**84. Smartphone or Tablet App of the Year:** Recognizing excellence in smartphone and tablet apps produced by or for women. Entries in this category require a demonstration video of the app of up to three (3) minutes in length.

**85. Video of the Year:** Recognizing excellence in videos produced by or for women since July 1, 2016.



## ► 21st Century Enterprise of the Year Awards Categories

sponsored by

# HCL

Only nominees with a special sponsor-supplied promotion code may submit nominations to the following categories. If you are an HCL client and would like to submit nominations to these categories, please contact [CS\\_Marketing@hcl.com](mailto:CS_Marketing@hcl.com)

### Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated individual's achievements in the category since July 1, 2016
2. A biography of up to 125 words of the nominee
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.

**90. Leader in Transforming Customer Engagement**

**91. Excellence in Transforming Business**

**92. Digital Transformer of the Year**

**93. Leader in Driving Business Through Analytics**

**94. Excellence in Patient Centricity**



## Entry Preparation Tips

### 1. Write Your Entries Before Submitting Them

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

### 2. Include Supporting Materials and Links

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

### 3. Focus on Achievements During the Eligibility Period

The eligibility period for the 2017 Stevie Awards for Women in Business extends from July 1, 2016 through September 20, 2017. (There is no eligibility timeframe for app, website/blog, and lifetime achievement 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.

## 10 Reasons Why You Should Enter

1. Entering the Stevie Awards for Women in Business 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 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 entrepreneurship, to marketing and public relations, to product development, innovation and more.
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 creative for or by women.
6. Many of the world's top business executives will review your nominations during the judging process, and you'll have access to all of their comments about your entries: an invaluable resource.
7. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 24,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.
8. When you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of 500+ women and their guests from around the world...during an internationally-broadcast awards dinner. This year's event will take place on November 17 in New York City.
9. The **Stevie Award** is one of the world's most coveted prizes.
10. As Stevie winner you'll get a range of **free tools** that you can use to promote your award.





## ■ ■ ■ Terms & Conditions of the Competition

The following are the terms and conditions of entry to the 2017 Stevie® Awards for Women in Business. 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 on the awards web site**. 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 August 23, 2017. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after August 23 we must submit your entries for judging *before* entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

### Acceptance of Stevie Awards Correspondence

Every entrant has a designated point of contact: a single person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after Finalists are announced in October. 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 Stevie Awards for Women in Business 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 **<https://women.stevieawards.com/member>**.

### 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.

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 November 17, 2017 awards banquet 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:

- U.S. \$65 per Gold Stevie Award trophy
- U.S. \$20 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 each of the awards events, 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 Stevie Awards for Women in Business, you agree to pay the fees due if any awards you win are not accepted at the November 17 awards banquet. 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 Stevie Awards for Women in Business web site approximately one month after the final results are announced. 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 2017 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.

Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

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

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



FOR WOMEN  
IN BUSINESS

### | USA Headquarters

The Stevie Awards

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