



FOR WOMEN  
IN BUSINESS

# 2021 Stevie® Awards for Women in Business Entry Kit



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.



## Entry Kit for the 2021 Stevie® Awards for Women in Business

▶▶▶ We invite your organization to submit nominations to the 2021 (18th 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 1,500 nominations from organizations in more than 30 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.

We're pleased to present the fourth annual Women|Future Conference as part of our annual celebration of working women. The conference will be staged virtually on November 1–5. This program will help working women prepare for the future by looking at trends and issues in business, technology, and more. Learn more about the program at [www.WomenFutureConference.com](http://www.WomenFutureConference.com).

We hope your organization will submit entries to the 2021 Stevie Awards for Women in Business. Please don't hesitate to contact us with your questions about how to participate.

Maggie Gallagher  
President, The Stevie Awards

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



## ▶ 2021 Calendar

June 30	Early-bird entry deadline
July 28	Entry deadline
August 2–September 14	Judging
August 25	Last day that late entries will be accepted with payment of \$55/entry late fee
September 22	Finalists notified
September 23	Finalists announced
November 1–5	2021 Women Future Conference, virtual
November 6	Awards banquet, Caesars Palace, Las Vegas, Nevada USA

## ▶▶▶ Summary of the 2020 Awards

- ▶ [Browse the List of 2020 Stevie Winners](#)
- ▶ [Watch the Virtual Awards Ceremony](#)
- ▶ [Watch the Individual Awards Presentation Clips](#)
- ▶ [Browse Photographs from the Virtual Red Carpet](#)
- ▶ [Watch Interviews with Stevie Winners](#)



## ▶▶▶ How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in one round that will begin in early August and conclude in mid-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.

Review the lists of 2020 judges [here](#).

All entries that receive an average score of at least 7.50 / 10 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 the **READY? ENTER NOW** button at the top of any page.
- 2 Follow the instructions to complete the registration form that create your entry-submission account (or login to your existing 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 1	If Submitted Before July 29	If Submitted After July 28 (Includes Late Fee)
<b>ACHIEVEMENT AWARDS CATEGORIES J01 - J14</b>	\$370	\$405	\$460
<b>COMMUNICATIONS &amp; MARKETING AWARDS CATEGORIES C07 - C44 &amp; G04 - G40</b>	\$475	\$510	\$565
<b>COMPANY/ORGANIZATION (WOMEN-OWNED OR -LED) AWARDS CATEGORIES (B01 - B19)</b>			
B01. Company of the Year - Business Products - 10 or Less Employees	\$235	\$270	\$325
B02. Company of the Year - Business Products - More Than 10 Employees	\$475	\$510	\$565
B03. Company of the Year - Business Services - 10 or Less Employees	\$235	\$270	\$325
B04. Company of the Year - Business Services - More Than 10 Employees	\$475	\$510	\$565
B05. Company of the Year - Consumer Products - 10 or Less Employees	\$235	\$270	\$325
B06. Company of the Year - Consumer Products - More Than 10 Employees	\$475	\$510	\$565
B07. Company of the Year - Consumer Services - 10 or Less Employees	\$235	\$270	\$325
B08. Company of the Year - Consumer Services - More Than 10 Employees	\$475	\$510	\$565
B09. Organization of the Year - Government or Non-Profit - 10 or Less Employees	FREE	FREE	\$55
B10. Organization of the Year - Government or Non-Profit - More Than 10 Employees	FREE	FREE	\$55
B11a. Startup of the Year - Business Products Industries	FREE	FREE	\$55
B11b. Startup of the Year - Business Services Industries	FREE	FREE	\$55
B11c. Startup of the Year - Consumer Products Industries	FREE	FREE	\$55
B11d. Startup of the Year - Consumer Services Industries	FREE	FREE	\$55
B12. Most Innovative Company of the Year - 10 or Less Employees	\$235	\$270	\$325
B13. Most Innovative Company of the Year - More Than 10 Employees	\$475	\$510	\$565
B14. Fastest Growing Company of the Year	\$235	\$270	\$325
B15. Community Involvement Program of the Year	\$235	\$270	\$325
B16. Management Team of the Year - 10 or Less Employees	\$235	\$270	\$325
B17. Management Team of the Year - More Than 10 Employees	\$475	\$510	\$565
B18. Women-Run Workplace of the Year - 10 or Less Employees	\$235	\$270	\$325
B19. Women-Run Workplace of the Year - More Than 10 Employees	\$475	\$510	\$565
<b>COVID-19 RESPONSE AWARDS CATEGORIES (K01-K22)</b>			
Individual Categories (K01 - K08)	FREE	FREE	\$55
Other COVID Categories (K10 - K22)	\$235	\$260	\$315
<b>INDIVIDUAL WOMEN AWARDS CATEGORIES (A01-A55)</b>			
A01. Female Entrepreneur of the Year - Business Products -10 or Less Employees	\$175	\$210	\$265
A02. Female Entrepreneur of the Year - Business Products -11 to 2,500 Employees	\$225	\$260	\$315
A03. Female Entrepreneur of the Year - Business Products -More Than 2,500 Employees	\$275	\$310	\$365
A04. Female Entrepreneur of the Year - Business Services -10 or Less Employees	\$175	\$210	\$265
A05. Female Entrepreneur of the Year - Business Services -11 to 2,500 Employees	\$225	\$260	\$315
A06. Female Entrepreneur of the Year - Business Services -More Than 2,500 Employees	\$275	\$310	\$365
A07. Female Entrepreneur of the Year - Consumer Products -10 or Less Employees	\$175	\$210	\$265
A08. Female Entrepreneur of the Year - Consumer Products -11 to 2,500 Employees	\$225	\$260	\$315
A09. Female Entrepreneur of the Year - Consumer Products -More Than 2,500 Employees	\$275	\$310	\$365
A10. Female Entrepreneur of the Year - Consumer Services -10 or Less Employees	\$175	\$210	\$265

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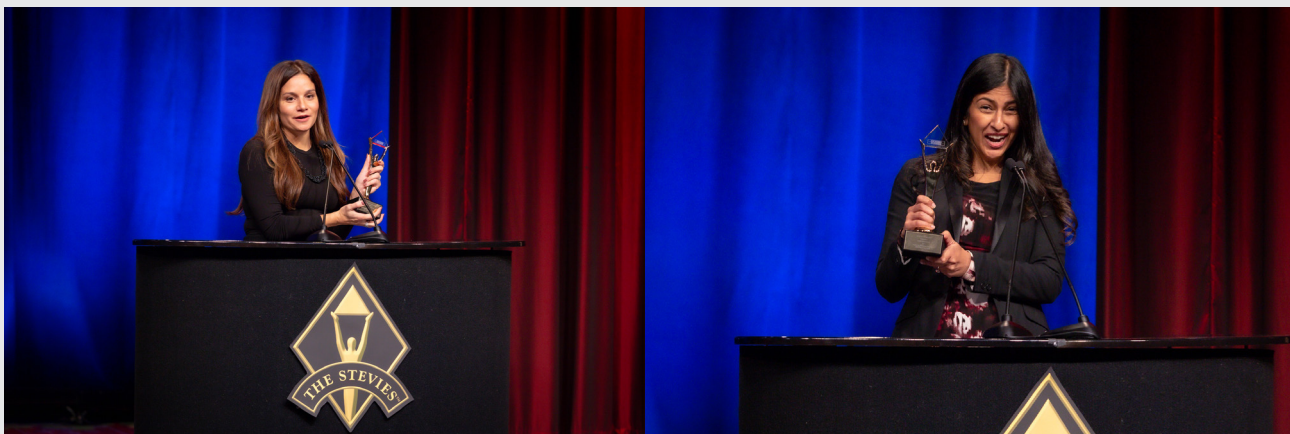
**READY? ENTER NOW**

[www.StevieAwards.com/Women](http://www.StevieAwards.com/Women)

## ENTRY FEES

→ *Continued*

	If Submitted Before July 1	If Submitted Before July 29	If Submitted After July 28 (Includes Late Fee)
A11. Female Entrepreneur of the Year – Consumer Services –11 to 2,500 Employees	\$225	\$260	\$315
A12. Female Entrepreneur of the Year – Consumer Services –More Than 2,500 Employees	\$275	\$310	\$365
A13. Female Solo Entrepreneur of the Year	\$175	\$210	\$265
A14. Female Innovator of the Year – Government or Non-Profit –10 or Less Employees	FREE	FREE	\$55
A15. Female Innovator of the Year – Government or Non-Profit –11 to 2,500 Employees	FREE	FREE	\$55
A16. Female Innovator of the Year – Government or Non-Profit –More Than 2,500 Employees	FREE	FREE	\$55
A17. Female Executive of the Year – Business Products –10 or Less Employees	\$175	\$210	\$265
A18. Female Executive of the Year – Business Products –11 to 2,500 Employees	\$225	\$260	\$315
A19. Female Executive of the Year – Business Products –More Than 2,500 Employees	\$275	\$310	\$365
A20. Female Executive of the Year – Business Services –10 or Less Employees	\$175	\$210	\$265
A21. Female Executive of the Year – Business Services –11 to 2,500 Employees	\$225	\$260	\$315
A22. Female Executive of the Year – Business Services –More Than 2,500 Employees	\$275	\$310	\$365
A23. Female Executive of the Year – Consumer Products –10 or Less Employees	\$175	\$210	\$265
A24. Female Executive of the Year – Consumer Products –11 to 2,500 Employees	\$225	\$260	\$315
A25. Female Executive of the Year – Consumer Products –More Than 2,500 Employees	\$275	\$310	\$365
A26. Female Executive of the Year – Consumer Services –10 or Less Employees	\$175	\$210	\$265
A27. Female Executive of the Year – Consumer Services –11 to 2,500 Employees	\$225	\$260	\$315
A28. Female Executive of the Year – Consumer Services –More Than 2,500 Employees	\$275	\$310	\$365
A29. Female Executive of the Year – Government or Non-Profit –10 or Less Employees	FREE	FREE	\$55
A30. Female Executive of the Year – Government or Non-Profit –11 to 2,500 Employees	FREE	FREE	\$55
A31. Female Executive of the Year – Government or Non-Profit –More Than 2,500 Employees	FREE	FREE	\$55
A32. Female Entrepreneur of the Year in Asia, Australia or New Zealand	\$275	\$310	\$365
A33. Female Executive of the Year in Asia, Australia or New Zealand	\$275	\$310	\$365
A34. Female Entrepreneur of the Year in Canada	\$275	\$310	\$365
A35. Female Executive of the Year in Canada	\$275	\$310	\$365
A36. Female Entrepreneur of the Year in Europe, the Middle East & Africa	\$275	\$310	\$365
A37. Female Executive of the Year in Europe, the Middle East & Africa	\$275	\$310	\$365
A38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America	\$275	\$310	\$365
A39a. Most Innovative Woman of the Year - Accounting & Finance	\$275	\$310	\$365
A39b. Most Innovative Woman of the Year - Advertising, Marketing & Public Relations	\$275	\$310	\$365
A39c. Most Innovative Woman of the Year - Business Services	\$275	\$310	\$365
A39d. Most Innovative Woman of the Year - Franchising	\$275	\$310	\$365
A39e. Most Innovative Woman of the Year - Healthcare	\$275	\$310	\$365
A39f. Most Innovative Woman of the Year - Industry	\$275	\$310	\$365
A39g. Most Innovative Woman of the Year - Government or Non-Profit	FREE	FREE	\$55
A39h. Most Innovative Woman of the Year - Manufacturing	\$275	\$310	\$365
A39i. Most Innovative Woman of the Year - Social Media	\$275	\$310	\$365
A39j. Most Innovative Woman of the Year - Technology	\$275	\$310	\$365
A40. Young Female Entrepreneur of the Year	\$175	\$210	\$265
A41. Maverick of the Year	\$275	\$310	\$365
A42. Lifetime Achievement – Business	\$275	\$310	\$365



# ENTRY FEES

→ *Continued*

	If Submitted Before July 1	If Submitted Before July 29	If Submitted After July 28 (Includes Late Fee)
A43. Lifetime Achievement - Government or Non-Profit	\$275	\$310	\$365
A44. Mentor or Coach of the Year - Business	\$275	\$310	\$365
A45. Mentor or Coach of the Year - Consumer	\$275	\$310	\$365
A46. Mentor or Coach of the Year - Finance	\$275	\$310	\$365
A47. Mentor or Coach of the Year - Government or Non-Profit	FREE	FREE	\$55
A48. Mentor or Coach of the Year - Health/Wellness	\$275	\$310	\$365
A49. Mentor or Coach of the Year - Marketing/Public Relations/Social Media	\$275	\$310	\$365
A50. Women Helping Women - Business	\$275	\$310	\$365
A51. Women Helping Women - Government or Non-Profit	\$225	\$260	\$315
A52. Women Helping Women - Social Change	\$225	\$260	\$315
A53a. Female Employee of the Year - Business	FREE	FREE	\$55
A53b. Female Employee of the Year - Government or Non-Profit	FREE	FREE	\$55
A54a. Social Change Maker of the Year - Disability	FREE	FREE	\$55
A54b. Social Change Maker of the Year - Gender	FREE	FREE	\$55
A54c. Social Change Maker of the Year - LGBTIQ	FREE	FREE	\$55
A54d. Social Change Maker of the Year - Race	FREE	FREE	\$55
A55a. Woman of the Year - Accounting & Finance	\$275	\$310	\$365
A55b. Woman of the Year - Advertising, Marketing & Public Relations	\$275	\$310	\$365
A55c. Woman of the Year - Business Services	\$275	\$310	\$365
A55d. Woman of the Year - Franchising	\$275	\$310	\$365
A55e. Woman of the Year - Healthcare	\$275	\$310	\$365
A55f. Woman of the Year - Industry	\$275	\$310	\$365
A55g. Woman of the Year - Government or Non-Profit	FREE	FREE	\$55
A55h. Woman of the Year - Manufacturing	\$275	\$310	\$365
A55i. Woman of the Year - Social Media	\$275	\$310	\$365
A55j. Woman of the Year - Technology	\$275	\$310	\$365

<b>MEDIA (DEVELOPED BY/FOR WOMEN) AWARDS CATEGORIES H01 - H06</b>	\$285	\$315	\$370
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<b>NEW PRODUCT &amp; SERVICE AWARDS CATEGORIES C01 - C04</b>	\$235	\$260	\$315
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<b>THOUGHT LEADERSHIP CATEGORIES W01-W03</b>			
W01. Achievement in Thought Leadership	\$370	\$405	\$460
W02. Thought Leadership Campaign of the Year	\$475	\$510	\$565
W03a. Female Thought Leader of the Year - Business Products	\$275	\$310	\$365
W03b. Female Thought Leader of the Year - Business Services	\$275	\$310	\$365
W03c. Female Thought Leader of the Year - Consumer Products	\$275	\$310	\$365
W03d. Female Thought Leader of the Year - Consumer Services	\$275	\$310	\$365
W03e. Female Thought Leader of the Year - Government or Non-Profit	FREE	FREE	\$55



**READY? ENTER NOW**

[www.StevieAwards.com/Women](http://www.StevieAwards.com/Women)

## ►►► 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.

### ► Achievement Categories

Any organization—not just those that are owned or run by women—may submit nominations to categories J01 through J05. Only organizations that are owned by women (at least 50%) or run by women (leader is a woman at least 30% of executive team are women) may submit nominations to categories J06 through J14.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated organization's achievements since July 1, 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 July 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.

J01. **Achievement in Equal Pay:** This category will recognize the achievements since July 1, 2019 of organizations that have taken active measures to ensure that women in their employ receive equal pay for the same work performed by men

J02. **Achievement in Developing and Promoting Women:** This category will recognize the achievements since July 1, 2019 of organizations that have taken active measures to support and develop the careers of women in their employ and to help those women climb the corporate ladder to executive positions.

J04. **Achievement in Promoting Work-Life Balance:** This category will recognize the achievements since July 1, 2019 of organizations that have taken active measures to meet the work-life balance needs and requirements of women. Examples might include flexible work arrangements, pregnancy accommodation, provision of day care, etc..

J05. **Achievement in Women-related Corporate Social Responsibility:** This category will recognize the achievements since July 1, 2019 of organizations whose corporate social responsibility (CSR) programs or activities aim to advance the well-being of women of any age outside the workplace, in any situation, anywhere in the world.





- J06. **Achievement in Customer Satisfaction:** Successful nominations in this category will describe one or more of your organization's initiatives since July 1, 2019 that have demonstrably increased customer satisfaction, over a prior period.
- J07. **Achievement in Finance:** Successful nominations in this category will describe one or more of your organization's finance-related achievements since July 1, 2019. Applicable achievement(s) may relate to start-up funding, refinancing, financial management, budgeting, etc.
- J08. **Achievement in Growth:** Successful nominations in this category will describe one or more of your organization's growth-related achievements since July 1, 2019. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.
- J09. **Achievement in Human Resources:** Successful nominations in this category will describe one or more of your organization's initiatives since July 1, 2019 that have demonstrably improved the organization's relationship with its employees, over a prior period.
- J10. **Achievement in International Expansion:** Successful nominations in this category will describe one or more of your organization's initiatives since July 1, 2019 to grow its business or operations in additional nations.
- J11. **Achievement in Product Innovation:** Successful nominations in this category will describe one or more product-related achievements since July 1, 2019. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.
- J12. **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 July 1, 2019 that have demonstrably improved the organization's financial or operational performance, over a prior period.
- J13. **Achievement in Sales or Revenue Generation:** Successful nominations in this category will describe one or more of your organization's initiatives since July 1, 2019 that have demonstrably increased sales or other revenue, over a prior period.
- J14. **Achievement in Science or Technology:** Successful nominations in this category will describe one or more of your organization's initiatives since July 1, 2019 that have initiated or promoted one or more advances in scientific or technological understanding or practice.



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

These categories will recognize the achievements since July 1, 2019 of marketing and public relations programs and campaigns created for or by women.

Information to be submitted online for entries in these categories in the 2021 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 July 2019. Even if your initiative started before July 2019, limit your response to activities and results since the beginning of July 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.

## COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR

Recognizing excellence in public relations, press relations, and publicity programs by or for women since July 1, 2019.

- 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 of 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.

## MARKETING CAMPAIGN OF THE YEAR

Recognizing excellence in marketing by or for women since July 1, 2019. Marketing campaigns may include a combination of paid media and other types of communication.

- 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.



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

These categories will recognize the achievements since July 1, 2019 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.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated organization's achievements since July 1, 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 July 1, 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)**, 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 press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

Note that employee totals are for the entire organization.

**Company/Organization of the Year:** In nominations in categories B01–B10, describe for the judges any number, of any types, of achievements since the beginning of July 2019.

**B01. Company of the Year—Business Products—10 or Less Employees**

**B02. Company of the Year—Business Products—More Than 10 Employees**

**B03. Company of the Year—Business Services—10 or Less Employees**

**B04. Company of the Year—Business Services—More Than 10 Employees**

**B05. Company of the Year—Consumer Products—10 or Less Employees**

**B06. Company of the Year—Consumer Products—More Than 10 Employees**

**B07. Company of the Year—Consumer Services—10 or Less Employees**

**B08. Company of the Year—Consumer Services—More Than 10 Employees**

**B09. Organization of the Year—Government or Non-Profit—10 or Less Employees:**

**This category has no entry fee.**

**B10. Organization of the Year—Government or Non-Profit—More Than 10 Employees:**

**This category has no entry fee.**

**B11. Startup of the Year:** These categories will recognize the achievements since July 1, 2019 of organizations that *began operations* after July 1, 2018. **There are no entry fees for these categories.**

a. **Business Products Industries**

b. **Business Services Industries**

c. **Consumer Products Industries**

d. **Consumer Services Industries**

**B12. Most Innovative Company of the Year—10 or Less Employees**

**B13. Most Innovative Company of the Year—More Than 10 Employees**

In nominations in these categories, describe the ways in which the nominated organization has been innovative since the beginning of July 2019.

**B14. Fastest Growing Women-Owned or -Led Company of the Year**

In nominations in this category, describe the growth of the nominated organization since the beginning of July 2019, over the prior year.

**B15. Community Involvement Program of the Year at a Women-Owned or -Led Organization**

In nominations in this category, describe how the nominated organization has contributed to the well-being of its local community(s) since the beginning of July 2019.

**B16. Management Team of the Year at a Women-Owned or -Led Organization—10 or Less Employees**

**B17. Management Team of the Year at a Women-Owned or -Led Organization—More Than 10 Employees**

In these categories you may nominate the achievements since the beginning of July 2019 of all of the members of the management team of your women-owned or -led organization. The achievements you cite may be any type: financial, marketing, product innovation, customer service, employee relations, etc.

**B18. Women-Run Workplace of the Year—10 or Less Employees**

**B19. Women-Run Workplace of the Year—More Than 10 Employees**

Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.



► **COVID-19 Response Categories**

These special categories were created to honor the contributions of individual women and women-led groups and organizations that have worked valiantly over the past months to keep up safe, healthy, employed, and informed. **There are no entry fees for submissions to categories K01-K08, but the \$55/entry late fee will apply for submissions to them after July 28.**

There are three groups of categories here for Individual Nominations | Organization Nominations | Marketing & Public Relations Nominations

Information to be submitted online for entries in these categories in the 2021 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, or campaign 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 female researchers, pharmacists, lab technicians, and other backline medical personnel for their heroic work in 2020-21 to aid the infected and save lives.
- K02. **Delivery Hero of the Year:** This category will accept nominations of female delivery persons for their heroic work in 2020-21 to keep us safely supplied.
- K03. **Education Hero of the Year:** This category will accept nominations of female 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 female doctors, nurses, emergency medical responders, and other frontline medical personnel for their heroic work in 2020-21 to aid the infected and save lives.
- K05. **Government Hero of the Year:** This category will accept nominations of female government employees who have gone above and beyond the call of duty in 2020-21 to keep us safe and informed.
- K06. **Media Hero of the Year:** This category will accept nominations of female reporters, editors, on-air personalities, and other media figures for their work in 2020-21 to keep us safe and informed.
- K07. **Public Service Hero of the Year:** This will category will accept nominations of female police officers, firemen, park rangers, and other public service workers for their heroic work in 2020-21 to keep us safe.
- K08. **Retail or Food Service Hero of the Year:** This category will accept nominations of female retail and food service workers for their heroic work in 2020-21 to keep us safely supplied and fed.

## ORGANIZATION NOMINATIONS

- K10. **Most Exemplary Employer:** This category will accept nominations of female-led or -owned 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 female-led or -owned companies to the pandemic to ensure the well-being of their employees, customers, and community.
- K12. **Most Valuable Government Response:** This category will accept nominations of exemplary responses by female-led 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 female-led 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, deployed for or by women in 2020–21, 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, deployed for or by women in 2020–21, 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), deployed for or by women in 2020-21, to inform the public about the pandemic and how to stay safe



## ► Individual Women Awards Categories

These categories will recognize the achievements since July 1, 2019 of individual female entrepreneurs, executives and employees.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated individual's achievements since July 1, 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
  - a. Briefly describe the nominated individual: history and past performance (up to 200 words). *Required*
  - b. Outline the nominee's achievements since July 1, 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)**, 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 press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

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.

**A01. Female Entrepreneur of the Year—Business Products—10 or Less Employees**

**A02. Female Entrepreneur of the Year—Business Products—11 to 2,500 Employees**

**A03. Female Entrepreneur of the Year—Business Products—More Than 2,500 Employees**

**A04. Female Entrepreneur of the Year—Business Services—10 or Less Employees**

**A05. Female Entrepreneur of the Year—Business Services—11 to 2,500 Employees**

**A06. Female Entrepreneur of the Year—Business Services—More Than 2,500 Employees**

**A07. Female Entrepreneur of the Year—Consumer Products—10 or Less Employees**

**A08. Female Entrepreneur of the Year—Consumer Products—11 to 2,500 Employees**

**A09. Female Entrepreneur of the Year—Consumer Products—More Than 2,500 Employees**

**A10. Female Entrepreneur of the Year—Consumer Services—10 or Less Employees**

**A11. Female Entrepreneur of the Year—Consumer Services—11 to 2,500 Employees**

**A12. Female Entrepreneur of the Year—Consumer Services—More Than 2,500 Employees**

**A13. Female Solo Entrepreneur of the Year:** This category will recognize the achievements of women business owners who work alone.

**A14. Female Innovator of the Year—Government or Non-Profit—10 or Less Employees:**

**This category has no entry fee.**

**A15. Female Innovator of the Year—Government or Non-Profit—11 to 2,500 Employees:**

**This category has no entry fee.**

**A16. Female Innovator of the Year—Government or Non-Profit—More Than 2,500 Employees:**

**This category has no entry fee.**

**A17. Female Executive of the Year—Business Products—10 or Less Employees**

**A18. Female Executive of the Year—Business Products—11 to 2,500 Employees**

**A19. Female Executive of the Year—Business Products—More Than 2,500 Employees**

**A20. Female Executive of the Year—Business Services—10 or Less Employees**

- A21. Female Executive of the Year—Business Services—11 to 2,500 Employees
- A22. Female Executive of the Year—Business Services—More Than 2,500 Employees
- A23. Female Executive of the Year—Consumer Products—10 or Less Employees
- A24. Female Executive of the Year—Consumer Products—11 to 2,500 Employees
- A25. Female Executive of the Year—Consumer Products—More Than 2,500 Employees
- A26. Female Executive of the Year—Consumer Services—10 or Less Employees
- A27. Female Executive of the Year—Consumer Services—11 to 2,500 Employees
- A28. Female Executive of the Year—Consumer Services—More Than 2,500 Employees
- A29. Female Executive of the Year—Government or Non-Profit—10 or Less Employees:  
**This category has no entry fee.**
- A30. Female Executive of the Year—Government or Non-Profit—11 to 2,500 Employees:  
**This category has no entry fee.**
- A31. Female Executive of the Year—Government or Non-Profit—More Than 2,500 Employees:  
**This category has no entry fee.**
- A32. Female Entrepreneur of the Year in Asia, Australia or New Zealand
- A33. Female Executive of the Year in Asia, Australia or New Zealand
- A34. Female Entrepreneur of the Year in Canada
- A35. Female Executive of the Year in Canada
- A36. Female Entrepreneur of the Year in Europe, the Middle East & Africa
- A37. Female Executive of the Year in Europe, the Middle East & Africa
- A38. Female Entrepreneur or Executive of the Year in Mexico, Central & South America
- A39. **Most Innovative Woman of the Year:** These categories will recognize individual women for the innovations they initiated, developed, or launched since the beginning of July 2019. Choose the category that corresponds to your nominee's industry, not her job function.
  - a. Accounting & Finance **(new for 2021)**
  - b. Advertising, Marketing & Public Relations
  - c. Business Services
  - d. Franchising
  - e. Healthcare **(new for 2021)**
  - f. Industry
  - g. Government or Non-Profit: **There is no entry fee for this subcategory.**
  - h. Manufacturing
  - i. Social Media
  - j. Technology



- A40. **Young Female Entrepreneur of the Year:** This category will recognize the achievements of female entrepreneurs under the age of 30. The nominee should have been age 29 or younger at some point since July 1, 2019.
- A41. **Maverick of the Year:** This category will recognize the achievements of female individuals who have affected positive change on their companies and/or industries.
- A42. **Lifetime Achievement—Business**
- A43. **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.

- A44. Mentor or Coach of the Year—Business
- A45. Mentor or Coach of the Year—Consumer (new for 2021)
- A46. Mentor or Coach of the Year—Finance
- A47. Mentor or Coach of the Year—Government or Non-Profit
- A48. Mentor or Coach of the Year—Health/Wellness
- A49. Mentor or Coach of the Year—Marketing/Public Relations/Social Media

These categories will recognize the achievements of women who provided support and guidance to other women in the workplace.

- A50. Women Helping Women—Business
- A51. Women Helping Women—Government or Non-Profit
- A52. Women Helping Women—Social Change (new for 2021)

These categories will recognize the achievements of women who provided support and assistance to women in their communities.

- A53. **Female Employee of the Year:** This category will recognize the achievements of non-executive female employees. **There is no entry fee for these categories.**
  - a. Business
  - b. Government or Non-Profit

- A54. **Social Change Maker of the Year:** (new for 2021) These categories will recognize the achievements since July 1, 2019 of women who provided support and assistance to women in their communities and for work done on progressing diversity and inclusion in business and the community. **There are no entry fees for these categories, but the \$55/entry late fee will apply to nominations submitted after July 28, 2021.**
  - a. Disability
  - b. Gender
  - c. LGBTIQ
  - d. Race

- A52. **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, 2019, in the following industry sectors. Choose the category that corresponds to your nominee's industry, not her job function.
  - a. Accounting & Finance (new for 2021)
  - b. Advertising, Marketing & Public Relations
  - c. Business Services
  - d. Franchising
  - e. Healthcare (new for 2021)
  - f. Industry
  - g. Government or Non-Profit:
    - There is no entry fee for this subcategory.**
  - h. Manufacturing
  - i. Social Media
  - j. Technology



## ► Media (Developed for/by Women) Awards Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated solution or implementation since July 1, 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
  - a. The date on which the nominated work was made public. *Required*
  - b. A description of the nominated work - it's development, purpose, and performance to date (up to 350 words). *Required*
  - c. The nominated work itself, which you should upload to our server via the uploading tool on our online entry form. *Required*
- 2** **Optional (but highly recommended)**, add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, or images, for example.

H01. **Book of the Year:** Recognizing excellence in books written or published by women since July 1, 2019.

H02. **Event of the Year:** Recognizing live and virtual events of all types staged for women since July 1, 2019.

H03. **Podcast of the Year:** Recognizing excellence in podcasts product by and for women since July 1, 2019.

H04. **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.

H05. **Video of the Year:** Recognizing excellence in videos produced by or for women since July 1, 2019.

H06. **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.

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

These categories will recognize new and new-version products and services introduced to the marketplace since July 1, 2019, created by or for women.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated solution or implementation since July 1, 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
  - a. If you are nominating a brand-new product or service, state the date on which it was released. If you are nominating a new version of an existing product or service, 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)**, add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, or images, for example.

**C01. Best New Product or Service of the Year—Business Products**

**C02. Best New Product or Service of the Year—Business Services**

**C03. Best New Product or Service of the Year—Consumer Products**

**C04. Best New Product or Service of the Year—Consumer Services**



► **Thought Leadership Categories (new for 2021)**



**W01. Achievement in Thought Leadership:** This category will recognize the achievements since July 1, 2019 of organizations that have taken active measures to develop the women they employ as thought leaders and promote their thought leadership to audiences inside and outside the organization.

**Information to be submitted online for entries in these categories in the 2021 competition include:**

- 1** **Written answers to the following questions, describing the nominated organization's achievements since July 1, 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 thought leadership achievements since the beginning of July 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.

**W02. Thought Leadership Campaign of the Year:** These categories will recognize the achievements since July 1, 2019 of thought leadership programs and campaigns created for or by women.

- a. Business Products
- b. Business Services
- c. Consumer Products
- d. Consumer Services
- e. Government or Non-Profit

Information to be submitted online for entries in these categories in the 2021 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 subject and content 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 July 2019. Even if your initiative started before July 2019, limit your response to activities and results since the beginning of July 2019 only (up to 250 words). *Optional*
  - 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.

**W03. Female Thought Leader of The Year:** This category will recognize the achievements since July 1, 2019 of women who have demonstrated excellence in thought leadership on behalf of themselves and/or their organizations.

- a. Business Products
- b. Business Services
- c. Consumer Products
- d. Consumer Services
- e. Government or Non-Profit: **There is no entry fee for this subcategory.**

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** Written answers to the following questions, describing the nominated individual's achievements since July 1, 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
  - a. Briefly describe the nominated individual: history and past performance (up to 200 words). *Required*
  - b. Outline the nominee's thought leadership achievements since July 1, 2019 that you wish to bring to the judge's 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)**, 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 press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

## ▶▶▶ 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 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 2021 Stevie® Awards for Women in Business extends from July 1, 2019 through August 25, 2021. (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.

### 7. Titling Your Entries

It's best to keep the titles of your entries simple. For example, an ideal title for the nomination of an individual woman is just her name and title, such as "Jane Doe, President." An ideal title for the nomination of an entire organization is just the organization's name, such as "XYZ Company, Inc." Otherwise it is not necessary to include your organization's name or the name of your category in the entry title - those will be apparent to the judges when they see your entry(s).



## ▶▶▶ 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 30,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.
8. When you win a Stevie Award you and your colleagues will get to record 30-second acceptance speech videos and have them played during our November 6 awards banquet, which thousands of women around the world will participate in or watch live online.
9. The Stevie Award is one of the world's most coveted trophies. If you win one it will wow your colleagues, your clients and your employees.
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 2021 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 July 28, 2021. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after July 28 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](mailto: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

### If we are able to stage the planned November 6 awards banquet in Las Vegas, Nevada USA

Gold, Silver, and Bronze Award winners who are not represented at the November 6 awards banquet in Las Vegas to accept their award(s) will be offered the opportunity to opt-in to pay shipping fees to receive their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

Shipping fees payable will be as follows:

#### **Shipments within the USA**

- U.S. \$35 per Gold Stevie Award trophy
- U.S. \$15 per Silver or Bronze Medal

#### **Shipments to Canada**

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

- U.S. \$55 per Gold Stevie Award trophy
- U.S. \$27 per Silver or Bronze Medal

#### **Shipments to All Other Nations**

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

- U.S. \$300 per Gold Stevie Award trophy
- U.S. \$35 per Silver or Bronze Medal

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

### If we are NOT able to stage the November 6 awards banquet in Las Vegas

If we are unable to stage an awards banquet this year, and must stage a virtual awards ceremony instead, all 2021 Gold, Silver, and Bronze Stevie Award winners will be offered the opportunity to opt-in to pay shipping fees (as listed above) to be shipped their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

If we should determine that we will stage a virtual awards ceremony this year, we will then announce a revised schedule leading up to that virtual event.

## 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 2021 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.**



# Women|Future

CONFERENCE

NOVEMBER 1-5, 2021 | VIRTUAL



## LEARN FROM & NETWORK WITH INSPIRING BUSINESS LEADERS

The Women|Future Conference is an annual event hosted by the Stevie® Awards that encourages engaging connections, professional and personal development, and health and financial wellness through keynotes, educational sessions, and networking. From aspiring entrepreneurs to inspiring business professionals and executives, this evolving event features movers and shakers looking to *Cultivate Their Tomorrow!*

[LEARN MORE >](#)



I have attended a lot of virtual conferences and this is the best conference out there. It is informative and I met fabulous ladies who delivered support, encouragement, talent and inspiration. I can't wait until 2021.

Shirin Alhroob  
Student  
University of North Carolina



My first experience with the Women|Future Conference was terrific! Not only did each speaker and panelist have a creative and distinguished topic to address, they were all open and interested in sharing their knowledge. Women helping women!

Genevieve Piturro  
Founder, Pajama Program



## HERE'S WHAT TO EXPECT IN 2021

- Infusing diversity, inclusion, and equity in an organization's business practices
- Business growth through social media, branding, and marketing
- The power of female leadership in professional and personal life
- Mentorship matching feature for attendees interested in mentoring or being a mentee
- "Shark Tank"—Style Women-Owned Business Pitch Competition
- Ability to schedule 1:1 meetings and network with 500+ attendees from around the world
- AND MORE!

[READ THE 2020 CONFERENCE SUMMARY HERE](#)

## 2020 COMPANIES THAT PARTICIPATED



[www.womenfutureconference.com](http://www.womenfutureconference.com)

The Women|Future Conference is hosted by The Stevie® Awards. Interested in Sponsoring? Contact Conference & Event Manager, [Ruslana@stevieawards.com](mailto:Ruslana@stevieawards.com)



## 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 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.



FOR WOMEN  
IN BUSINESS

**USA Headquarters**

The Stevie Awards

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