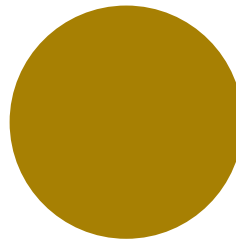


*Honoring Innovation*

# Entry Kit for the 2016 **Asia-Pacific** **Stevie® Awards**

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



**ASIA-PACIFIC  
STEVIE® AWARDS**

## Entry Kit for the 2016 Asia-Pacific Stevie® Awards

We invite your organization to submit nominations to the 2016 (third annual) Asia-Pacific Stevie® Awards, the top honors in the region for achievement in the workplace. **The focus of these awards is now on recognizing innovation in every aspect of business.**

All organizations operating in the 22 nations of the Asia-Pacific region are eligible to submit nominations to the awards: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. The 2015 competition attracted nominations from more than 300 organizations of all types, all across the region.

The Stevie Award trophy, the prize that is conferred in the Asia-Pacific Stevie 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 Asia-Pacific Stevie Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

<b>Company / Organization Categories</b>	see page 6
<b>Management Categories</b>	see page 7
<b>Corporate Communications, Investor Relations, and Public Relations Categories</b>	see page 8
<b>Customer Service Categories</b>	see page 9
<b>Human Resources Categories</b>	see page 10
<b>Information Technology Categories</b>	see page 11
<b>Marketing Categories</b>	see page 12
<b>New Product Categories</b>	see page 13
<b>App Categories</b>	see page 13
<b>Live Event Categories</b>	see page 14
<b>Publication Categories</b>	see page 14
<b>Website Categories</b>	see page 15

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 <http://Asia.StevieAwards.com>. All of this information is also available on the website **in Chinese, English, Indonesian, Japanese, Korean, Malay and Thai**.

We hope your organization will submit entries to the 2016 Asia-Pacific Stevie Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,



Michael Gallagher  
President  
The Stevie Awards



Stevie Awards president talks about  
the 2016 Asia-Pacific Stevie Awards.

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



3 December 2015	Early-bird entry deadline
27 January 2016	Entry deadline
<del>23 March</del>	<del>Last day to submit entries with payment of late fee</del>
February-April	Judging
April 20	Gold, Silver and Bronze Stevie Award winners announced
May 27	Awards banquet in Sydney, Australia



**ENTRY  
DEADLINE  
EXTENDED TO  
6 APRIL**

## Entry Kit for the 2016 Asia-Pacific Stevie® Awards

### What Some Past Stevie® Winners Say About Their Awards



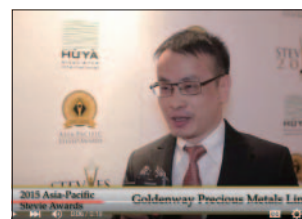
China Direct Sourcing



E-Plus Entertainment Productions



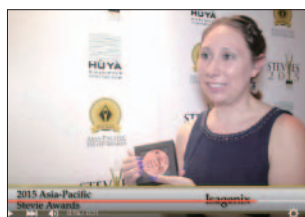
GeiserMaclang Marketing Communications



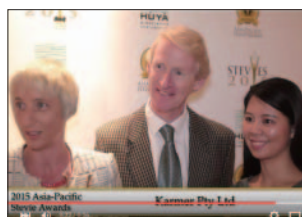
Goldenway Precious Metals Ltd



Hutchison Global Communications



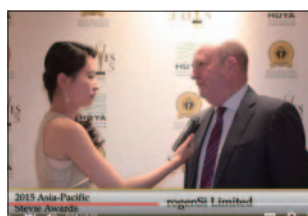
Isagenix



Karmer Pty Ltd



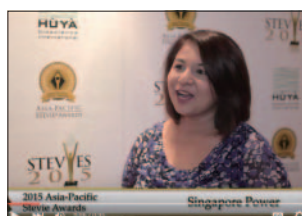
Nu Skin Korea



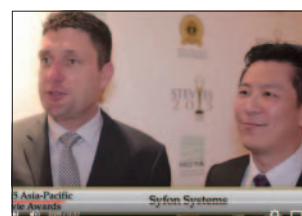
rogenSi



Sellers Agent Co.



Singapore Power



Syfon Systems

## How the Stevie® Award Winners Will Be Determined

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

Judging will be conducted in March - April 2016. Judges will be recruited worldwide, will be invited or will apply to judge on the Asia-Pacific Stevie Awards web site, and if accepted will be assigned to category groups by Stevie Awards staff, based on their industry, function, and experience. A judge will not be assigned categories to which their own organization has submitted entries.

Each entry will be reviewed and rated by no fewer than five (5) judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Rating will be done on a scale of 1-10.

The average scores of judges will determine the Gold, Silver and Bronze Stevie Award winners in each category.

## Determination of Grand Stevie Award Winners

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Five Grand Stevie Award winners will be selected, and announced at the awards banquet. The organization that wins the most Gold, Silver and Bronze Stevie Awards will be presented with the Grand Stevie Award for Organization of the Year. The top-scoring nomination from each of the four nations that submitted the most entries to the awards will also receive Grand Stevie Award trophies.

## 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:

- 01** | Visit the website at [Asia.StevieAwards.com](http://Asia.StevieAwards.com) and click on the "Submit your entries" link on the homepage.
- 02** | Follow the instructions to login to your existing entry-submission account, or to create a new one.
- 03** | Within your entry-submission account, follow the instructions to create and save your first entry.
- 04** | Repeat the process as necessary to create and save additional entries.
- 05** | When you've created all of your entries, go to the shopping cart in your account and click the Checkout button.
- 06** | Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card or wire transfer.

## Entry Fees

	Submitted Before 4 December 2015	Submitted Before 28 January 2016	Submitted After 27 January 2016 (includes late fee)
<b>Apps, Live Events, Publications, &amp; Web Site Categories</b>	\$225	\$275	\$330
<b>Management Categories</b>	\$300	\$350	\$405
<b>Company / Organization Categories</b>	\$425	\$475	\$530
<b>Corporate Communications, Investor Relations, and Public Relations Categories (C01 - C11)</b>	\$425	\$475	\$530
Category C12	\$240	\$290	\$345
<b>Customer Service Categories</b>	\$425	\$475	\$530
<b>Human Resources Categories</b>	\$425	\$475	\$530
<b>Information Technology Categories</b>	\$425	\$475	\$530
<b>Marketing Categories (E01 - E11)</b>	\$425	\$475	\$530
Category E12	\$240	\$290	\$345
<b>New Product Categories</b>	\$425	\$475	\$530

Entry fees are in U.S. dollars. Payment may be made by credit card or wire transfer. We accept American Express, Mastercard, and Visa.

For wire transfers to our bank, write to [help@stevieawards.com](mailto:help@stevieawards.com) for instructions.

**No refunds will be made after 27 January 2016.**



## Categories

The following is a list of all categories in the Asia-Pacific Stevie Awards. The focus of the categories is on recognizing innovation. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

Entries may be submitted in any of the following languages: Chinese, English, Indonesian, Japanese, Korean, Malay, and Thai.

### Company / Organization Categories

These categories recognize overall corporate innovation since 1 July 2014.



#### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominated organization's innovative achievements since 1 July 2014. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.
- b. 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.

#### **B01. Award for Excellence in Innovation in Business Product & Service Industries**

(Including Advertising, Business Services, Legal, Marketing, Office Products (except Technology), and Public Relations)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B02. Award for Excellence in Innovation in Consumer Product & Service Industries**

(Including Durable and Non-Durable Consumer Products, Consumer Services, Food & Beverage, Hospitality & Leisure, Media & Entertainment, Real Estate, Retail, Transportation, and Utilities)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B03. Award for Excellence in Innovation in Financial Industries**

(Including Accounting, Banking, Financial Services, and Insurance)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B04. Award for Excellence in Innovation in Health Care Industries**

(Including Health Products & Services and Pharmaceuticals)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B05. Award for Excellence in Innovation in Manufacturing Industries**

(Including Aerospace & Defense, Automotive & Transport Equipment, Chemicals, Energy, and Metals & Mining)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B06. Award for Excellence in Innovation in Non-Profit or Government**

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **B07. Award for Excellence in Innovation in Technology Industries**

(Including Computer Hardware, Computer Services, Computer Software, Electronics, Internet/New Media, and Telecommunications)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

## Management Categories

These categories recognize innovation in organizational management since 1 July 2014.



### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since 1 July 2014. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.
- b. 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.

#### **A01. Award for Innovative Management in Business Product & Service Industries**

(Including Advertising, Business Services, Legal, Marketing, Office Products (except Technology), and Public Relations)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A02. Award for Innovative Management in Consumer Product & Service Industries**

(Including Durable and Non-Durable Consumer Products, Consumer Services, Food & Beverage, Hospitality & Leisure, Media & Entertainment, Real Estate, Retail, Transportation, and Utilities)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A03. Award for Innovative Management in Financial Industries**

(Including Accounting, Banking, Financial Services, and Insurance)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A04. Award for Innovative Management in Health Care Industries**

(Including Health Products & Services and Pharmaceuticals)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A05. Award for Innovative Management in Manufacturing Industries**

(Including Aerospace & Defense, Automotive & Transport Equipment, Chemicals, Energy, and Metals & Mining)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A06. Award for Innovative Management in Non-Profit or Government**

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

#### **A07. Award for Innovative Management in Technology Industries**

(Including Computer Hardware, Computer Services, Computer Software, Electronics, Internet/New Media, and Telecommunications)

- a. Organizations with up to 100 Employees
- b. Organizations with 100 or More Employees

## Corporate Communications, Investor Relations, and Public Relations Categories

These categories recognize innovation in corporate communications, investor relations, and public relations since 1 July 2014.

### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominated innovative achievements since 1 July 2014.
- b. Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.



**C01. Award for Innovation in Community Relations or Public Service Communications**

**C02. Award for Innovation in Investor Relations**

**C03. Award for Innovation in Media Relations**

**C04. Award for Innovation in Public Affairs Communications**

**C05. Award for Innovation in the Use of Celebrities or Public Figures**

**C06. Award for Innovation in the Use of Events**

**C07. Award for Innovation in the Use of Social Media**

**C08. Award for Innovation in the Use of Video**

**C09. Award for Innovation in the Use of Viral Media / Word of Mouth**

**C10. Most Innovative Public Relations Agency of the Year**

Your nomination must cite innovation since July 1 2014 in at least three (3) of the following areas: Agency Management or Structure, Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media / Word of Mouth.

**C11. Most Innovative Communications Team of the Year**

Your nomination must cite innovation since July 1 2014 in at least three (3) of the following areas: Department or Team Management or Structure, Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media / Word of Mouth.

**C12. Most Innovative Communications Professional of the Year**

Your nomination must cite innovation since July 1 2014 in at least one (1) of the following areas: Events, Investor Relations, Media Relations, Social Media, Video, the Use of Celebrities or Public Figures, and Viral Media / Word of Mouth.

## Customer Service Categories

These categories recognize innovation in the management and practice of customer service since 1 July 2014.

### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2014.
- b. 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.



### **J01. Award for the Innovative Use of Technology in Customer Service**

- a. **Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** recognize achievement in all telecommunications industries.
- e. **All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Customer Service categories.

### **J02. Award for Innovation in Customer Service Management, Planning & Practice**

- a. **Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** recognize achievement in all telecommunications industries.
- e. **All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Customer Service categories.



## Human Resources Categories

These categories recognize innovation in the management and practice of human resources since 1 July 2014.



### Information to be submitted online for entries in these categories include

- An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2014.
- Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

#### L01. Award for the Innovative Use of Technology in Human Resources

- Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- Other Service Industries:** recognizes achievement in all service industries except for financial services.
- Telecommunications Industries:** recognize achievement in all telecommunications industries.
- All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Human Resources categories.

#### L02. Award for Innovation in Human Resources Management, Planning & Practice

- Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- Other Service Industries:** recognizes achievement in all service industries except for financial services.
- Telecommunications Industries:** recognize achievement in all telecommunications industries.
- All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Human Resources categories.



## Information Technology Categories

These categories recognize innovation in the management and practice of information technology since 1 July 2014.

### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominee's innovative achievements since 1 July 2014.
- b. 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.



### **N01. Award for the Innovation in Technology Development**

- a. **Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** recognize achievement in all telecommunications industries.
- e. **All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Technology Development categories.

### **N02. Award for Innovation in Technology Management, Planning & Implementation**

- a. **Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** recognize achievement in all telecommunications industries.
- e. **All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Technology Management, Planning & Implementation categories.

Entry Kit for  
the 2016 Asia-Pacific  
Stevie® Awards

## Marketing Categories

These categories recognize innovation in marketing since 1 July 2014.

### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominated innovative achievements since 1 July 2014.
- b. Optional (but highly recommended), a collection of supporting files, work samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.



E01. **Award for Innovation in Brand Development**

E02. **Award for Innovation in Brand Renovation / Re-Branding**

E03. **Award for Innovation in Branded Entertainment**

E04. **Award for Innovation in Content Marketing / Branded Editorial**

E05. **Award for Innovation in Cross-Media Marketing**

E06. **Award for Innovation in Paid Media Planning & Management**

E07. **Award for Innovation in Product Placement**

E08. **Award for Innovation in Sponsorships**

E09. **Award for Innovation in Social Media Marketing**

E10. **Most Innovative Advertising or Marketing Agency of the Year:** Your nomination must cite innovation since July 1 2014 in at least three (3) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

E11. **Most Innovative Advertising or Marketing Team of the Year:** Your nomination must cite innovation since July 1 2014 in at least three (3) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

E12. **Most Innovative Marketing or Advertising Professional of the Year:** Your nomination must cite innovation since July 1 2014 in at least one (1) of the following areas: Agency Management or Structure, Advertising, Branding, Branded Entertainment, Content Marketing, Cross-Media Marketing, Media Planning, Product Placement, Social Media Marketing, and Sponsorships.

## New Product Categories

These categories recognize innovation in product conception, design, development, production and distribution since 1 July 2014.

### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since 1 July 2014.
- b. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. For new product/service entries these uploads and links might include product demonstration videos, product reviews, images, etc.



- P01. **Award for Innovation in Business-to-Business Products**
- P02. **Award for Innovation in Business-to-Business Services**
- P03. **Award for Innovation in Consumer Products & Services**
- P04. **Award for Innovation in Consumer Electronics & Information Technology**
- P05. **Award for Innovation in Energy & Sustainability**
- P06. **Award for Innovation in Health & Wellness**
- P07. **Award for Innovation in Industrial Design**
- P08. **Award for Innovation in Living, Learning, and Working Environments**
- P09. **Award for Innovation in Media, Visual Communications & Entertainment**
- P10. **Award for Innovation in Medical/Dental**
- P11. **Award for Innovation in Science**
- P12. **Award for Innovation in Transportation & Logistics**

## App Categories

These categories recognize innovation in apps updated or first published since 1 July 2014. Forms of innovation to be considered include innovation in design, format, production, distribution, and/or interactivity.

### **Information to be submitted online for entries in these categories will include**

- a. An essay of up to 625 words describing the app and the innovative aspect of the app that you are nominating.
- b. The app itself, in the form of a demonstration video of up to three (3) minutes in length, or a URL to the app. In either case you must attach the demonstration video or the URL to your entry through our attachment/link uploading tool.  
**Note that demonstration videos are preferred to app downloads.**
- c. Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

- F55. **Award for Innovation in Business Information Apps**
- F56. **Award for Innovation in Business Utility Apps**
- F57. **Award for Innovation in Education or Training Apps**
- F58. **Award for Innovation in Entertainment Apps**
- F59. **Award for innovation in General Information or News Apps**
- F60. **Award for Innovation in General Utility Apps**
- F61. **Award for Innovation in Shopping or E-commerce Apps**
- F62. **Award for Innovation in Social Apps**

## Live Event Categories

These categories recognize innovation in live event conception, development, planning, promotion, and execution since 1 July 2014.

### **Information to be submitted online for entries in these categories?include**

- a. An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution.
- b. Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.
- c. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development

G01. **Award for Innovation in Business-to-Business Events**

G02. **Award for Innovation in Consumer Events**

G03. **Award for Innovation in Entertainment Events**

G04. **Award for Innovation in Internal (Corporate) Events**

## Publication Categories

These categories recognize innovation in business-related publications since 1 July 2014. Forms of innovation to be considered including innovation in design, format, production, distribution, and/or interactivity.



### **Information to be submitted online for entries in these categories include**

- a. An essay of up to 625 words describing the publication and the innovative aspect of the publication that you are nominating. In the essay, describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date.
- b. If applicable, the electronic publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.
- c. Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development

If you will submit your publication offline for review by the judges, you must first submit your entry online. Then print out a copy of your entry and mail it with one (1) copy of the publication or series of publications to: The Stevie Awards Asia, c/o Korea Commercial Film Makers Union, 7F. Korea Advertising Culture Center, 7-11 Shincheon-Dong, Songpa-Gu, Seoul 138-921 South Korea, Telephone +(82) 2 2144 0741

F01. **Award for Innovation in Annual Reports**

F02. **Award for Innovation in Marketing or Sales Literature**

F03. **Award for Innovation in House/Internal Organs and Publications**

F04. **Award for Innovation in Other Types of Publications**

## Website Categories

These categories recognize innovation in websites and blogs since 1 July 2014. Forms of innovation to be considered include innovation in design, content, use of media, and/or interactivity.

### ***Information to be submitted online for entries in these categories include***

- a. An essay of up to 625 words describing the website or blog and the innovative aspect of the site that you are nominating.
- b. A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.
- c. Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

**F05. Award for Innovation in Business Information or Application Websites**

**F06. Award for Innovation in Corporate Websites**

**F07. Award for Innovation in Education or Training Websites**

**F08. Award for Innovation in Entertainment Websites**

**F09. Award for Innovation in General Information Websites**

**F10. Award for Innovation in News Websites**

**F11. Award for Innovation in Shopping or E-commerce Websites**

**F12. Award for Innovation in Social Websites**





## 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.



### ASIA-PACIFIC STEVIE® AWARDS

#### | Asia Office

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Songpa-Gu, Seoul 138-921, South Korea  
Telephone +(82) 2 2144 0741

#### | USA Headquarters

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