

**EXTENDED
DEADLINE**
See page 3



**ASIA-PACIFIC
STEVIE® AWARDS**

2025 ENTRY KIT

**12th Annual Asia-Pacific
Stevie® Awards**

asia.stevieawards.com



WELCOME

We invite your organization to submit nominations to the 2025 (12th annual) Asia-Pacific Stevie® Awards, the top honors in the region for achievement in the workplace. The focus of these awards is on recognizing innovation in every aspect of business.

All organizations and individuals in 29 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. The 2024 competition attracted more than 1,000 nominations from organizations of all types across the region.

Eligibility for the 2025 awards extends from 1 July 2022, through the date on which you submit your nominations. Note that all nominations must be submitted in English.

The public-voting component we added to the awards in 2023—the People's Choice Stevie Awards for Favorite Companies—returns in 2025. All nominations submitted to any of the Company/Organization categories will be included in the public vote automatically. So nominees in the Company/Organization categories will have the opportunity to win two awards: one determined by our professional judges, and one voted on by the general public.

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.

We look forward to welcoming your nominations to the 2025 Asia-Pacific Stevie Awards.

Cordially,

MAGGIE MILLER

President, The Stevie® Awards



INDEX

- 05** | How the Stevie® Award Winners Will Be Determined
- 05** | Determination of Grand Stevie Award Winners
- 05** | Entry Fees
- 06** | How to Submit Entries
- 08** | Hear From Past Winners
- 09** | Categories
- 10** | Rules, Terms & Conditions of the Competition
- 11** | Entry Preparation Tips
- 12** | Reasons Why You Should Submit Nominations

2025 CALENDAR

19 NOVEMBER 2024	Early-bird entry deadline
17 JANUARY 2025	Entry deadline
18 FEBRUARY 2025 – 21 MARCH 2025	Judging of the 2025 Awards
19 FEBRUARY 2025	Final entry deadline
2 APRIL 2025	Gold, Silver & Bronze Stevie Award winners notified
3 APRIL 2025 – 2 MAY 2025	Public voting for the People's Choice Stevie Awards
MAY 2025	Awards banquet in Seoul, South Korea. Date to be confirmed.

**FINAL ENTRY
DEADLINE
EXTENDED TO
14 MARCH**





THE 2024 AWARDS

THE COMPLETE LIST OF 2024 WINNERS



WATCH THE INDIVIDUAL AWARDS PRESENTATION VIDEOS



BROWSE PHOTOGRAPHS OF THE AWARDS PRESENTATIONS



DOWNLOAD THE AWARDS BANQUET PROGRAM BOOK (PDF)



WATCH INTERVIEWS WITH STEVIE WINNERS



SELECTION OF 2024 WINNERS



Economic
Estates



AWARDS PROCESS

HOW THE STEVIE® AWARD WINNERS WILL BE DETERMINED

Judging will be conducted in February–March 2025. Judges will be recruited worldwide, will be invited, or will apply to judge on the Asia-Pacific Stevie Awards website 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

Five Grand (“best of show”) Stevie Award winners will be selected. 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 or territories that submitted the most entries to the awards will also receive Grand Stevie Award trophies.



ENTRY FEES

Entry fees for all categories in the 2025 Asia-Pacific Stevie® Awards are summarized in a PDF document which you may [download here](#).

A separate fee is required for each category in which an entry is submitted.

No refunds will be made after 17 January 2025. Entries submitted after 17 January 2025 will be assessed a late fee of \$55 (per entry) in addition to the entry fee, but will not be penalized in any way in the judging.

ACCEPTABLE PAYMENT METHODS

- **Credit Card:** American Express, MasterCard, and Visa
- **Cheque:** Written on a U.S. bank in U.S. dollars, payable to Stevie Awards, Inc.
- **Wire:** Payment in U.S. dollars may be wired. After you have submitted your entries you will have access to an invoice with wire transfer instructions.



HOW TO SUBMIT ENTRIES

Visit the website at <https://asia.stevieawards.com> and click on the "Submit your entries" link on the homepage.

Follow the instructions to login to your existing entry-submission account, or to create a new one.

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

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

Check the boxes of your finished entries and click "SUBMIT SELECTED NOMINATIONS." Review and agree to the Terms and Conditions of Entry to complete your submission.

SUBMISSIONS IN ENGLISH

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

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

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

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

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



THE ELEMENTS OF AN EFFECTIVE STEVIE® AWARDS NOMINATION

1

Effective Nominations Are Focused on the Eligibility Period

The eligibility period for the 2025 awards extends from 1 July 2022 through the date on which you submit your nominations. While it's OK to briefly mention achievements from before that window, your nominations should be focused on achievements during this window.

2

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

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

3

Effective Nominations Are Supported by Materials to Back up Your Claims

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

HEAR FROM PAST WINNERS

”

This Stevie Award is a strong testimony to our vision to reshape the retail paradigm with AI-powered retail optimization. Winning the award has given the TCS Optumera™ team great confidence in our investments in areas for retail transformation. We believe this award will be a strong influencer for retailers in partnering with us in their transformation journeys.

- **Shankar Narayanan, President & Global Head: Retail, CPG, Travel and Hospitality, Tata Consultancy Services Ltd., India**

”

Winning a Stevie Award may be the best thing that has happened to us this year. This is truly an amazing recognition and proves that our company has a major concern and commitment to every employee. Our company operates a dozen power plants in Indonesia and has a high profile in international regions. Our new mission this year is to expand our services in other countries in Southeast Asia. Recognition from these prestigious awards is what we need to accomplish this mission.

- **Alcander Alonzo, PT. Pembangunan Jawa Bali, Sidoarjo, East Java**

”

Talents and culture in an organization are great drivers of competitive advantage. HR thought leadership is about ensuring people and teams align with business strategy, process, and technology to deliver value for all stakeholders. Winning various Stevie Awards validates Union Bank's transformation journey that focuses on people and creating opportunities for them to grow and reach their fullest potential.

- **Michelle Rubio, Chief Human Resource Officer, Union Bank of the Philippines**

”

At the Stevie Awards ceremony, organizations and individuals from over 30 countries were recognized. The venue was warm and filled with congratulations. I am very grateful for this opportunity.

- **Masami Toda, President of Sun Hope, Japan**

”

Winning a Stevie Award is really significant for our company, especially since we are based out of Cambodia. To have our work and projects recognized internationally really means a lot. We hope this will raise the profile of our company both locally and internationally. It also showcases that we are on the right track and boosts our volunteers' morale.

- **Pern Chen, Managing Director CEO Cabinet, NagaWorld Limited, Cambodia**

”

It's an honor to accept this award, representing the future of work. Change starts within each of us and is a shared responsibility. This recognition highlights our commitment to a future focused on growth & empowerment, connection & belonging in our workplaces, a true win-win.

- **Mirjana Boznovska, Founder & CEO, ONE Beyond Success, Sydney, New South Wales**

”

We are very honored to receive the Gold Stevie Award for Best Company of the Year. This is recognition that we not only take care of our clients, but also take care of our employees.

- **Anatolijus Fouracre, CEO, Swiss Post Solutions Vietnam**



2025 AWARDS CATEGORIES

The focus of all categories in the Asia-Pacific Stevie® Awards is on innovation: innovation in all its forms, in every aspect of work life and achievement. The 2025 competition will recognize innovative achievements since the beginning of July 2022.

Nominations that won in the 2024 edition of the awards may be resubmitted for consideration to the 2025 awards. If they have been updated with recent achievements, they may be resubmitted to the categories in which they won. If they have not been updated, they must be submitted to categories different from those in which they won.

We accept entries in scores of categories, grouped as follows.

ACHIEVEMENT CATEGORIES



ANNUAL REPORT & OTHER PUBLICATION CATEGORIES



APP CATEGORIES



COMPANY/ORGANIZATION CATEGORIES



CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, AND PUBLIC RELATIONS CATEGORIES



CUSTOMER SERVICE CATEGORIES



HUMAN RESOURCES CATEGORIES



INDIVIDUAL PROFESSIONAL CATEGORIES



LIVE, VIRTUAL AND HYBRID EVENT CATEGORIES



MANAGEMENT CATEGORIES



MARKETING CATEGORIES



NEW PRODUCT CATEGORIES



SOCIAL MEDIA CATEGORIES



SUSTAINABILITY CATEGORIES



TECHNOLOGY CATEGORIES



THOUGHT LEADERSHIP CATEGORIES



VIDEO CATEGORIES



WEBSITE CATEGORIES



COMPETITION RULES AND TERMS & CONDITIONS

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

The veracity of claims made in winning entries may be audited. Any entry found to contain false or misleading information will be disqualified.

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



DISPOSITION OF SUBMITTED MATERIALS



PAYMENT OF SHIPPING FEES



PUBLICATION OF STEVIE-WINNING ENTRIES



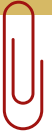
NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



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



ENTRY PREPARATION TIPS

1 Write Your Entries Offline Before Submitting Them

Write your entries offline, so that you have a permanent record of them. Don't write your entries spontaneously online - if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2 Add Supporting Materials & Links

Attaching supporting files or web URLs to your entries is optional, not required. But we strongly recommend that you include supporting materials with your entries because you will receive extra points from the judges for including them.

3 Focus on Achievements During the Eligibility Period

The eligibility period extends from 1 July 2022 through the date that you submit your entries. While your entries may make reference to achievements from before this period, they should focus on achievements during the eligibility period.

4 How to Submit Entries for Multiple Clients

If you're with an agency and you want to submit entries on behalf of multiple clients, you don't have to create separate accounts. You can create a separate "nominee" for each clients, and submit each clients' entries under their own nominee name.

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.

6 Video Entries and Other Media Materials

Your attachments should be directly downloadable & immediately accessible. If you want to include a video, linking to a version on YouTube, Vimeo, or a similar service is preferred. If you absolutely cannot do that, upload your video file to our server.

7 Giving Titles to Your Entries

It is not necessary to include the category name in the title. When titling the nomination of an individual, the ideal title is just the person's name and job title, like "Jane Doe, President." Unless you have other text that qualifies the nomination, keep it simple.



10 REASONS WHY YOU SHOULD ENTER

1

Thank and honor your valued employees and build or burnish your organization's brand

2

Entry fees are nominal compared to the publicity boon your firm can reap when you become a winner

3

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

4

Categories recognize achievements in every facet of the workplace, from executive suite to production line

5

Your work will be reviewed and honored by potential clients, not just your competitors

Gain access to comments about your entries from judges including world's top business executives

6

Promotion across Stevie's website and media

7

Winners make a 30-second acceptance speech before an audience of 300+ executives

8

The Stevie Award is the world's most coveted prizes

9

Get a range of free tools you can use to promote your award

10



12

[READY? ENTER NOW](#)



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.



RESOURCES TO HELP YOU PREPARE YOUR ENTRY

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

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

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

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

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

In Australia/New Zealand: Heather Marano, Green Door Co, heather@greendoor.co

CONTACT US

Australia & New Zealand

Lauren Clemett, admin@theaudaciousagency.com

India

Dr. Ragini Pathak, drraginiathak@gmail.com

Japan

Issei Matsui, issei@panda.sc

Taiwan

Cindy Chou, cindy.chou@oneshottw.com

Korea

Mr. Bae Seog Bong baeseogbong@gmail.com

Malaysia

Stella Wong stellawong@brandsoul.com.my

Philippines

Sara Alvarez sara@geisermalang.com

Vietnam

P&Q Media Corp, stevieawardsvietnam@gmail.com

All Other Nations

The Stevie Awards, help+asia@stevieawards.com

