

EXTENDED  
DEADLINE  
See page 3



22nd Annual Stevie® Awards for Women in Business

2025 ENTRY KIT

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

# WELCOME

We invite your organization to submit nominations to the 2025 (22nd annual) Stevie® Awards for Women in Business. This program is the world's premier business awards for female entrepreneurs, executives, employees and the organizations they run.

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

The Stevie® Award trophy, the prize that is conferred in the Stevie Awards for Women in Business and all other Stevie Award programs, is one of the world's most coveted prizes. Many of the world's largest and most famous organizations have won Stevie Awards. 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 Stevie Awards for Women in Business. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

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

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

Honorees will be announced on September 19, and celebrated on Monday, November 10 in New York City. Attendance is not required to win.

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

Cordially,

**MAGGIE MILLER**

*President, The Stevie® Awards*



# INDEX

- 04 | The 2024 Awards
- 05 | Awards Process & Entry Fees
- 06 | Hear from Past Winners
- 07 | How to Enter
- 08 | How to Submit Winning Entries
- 09 | Award Categories
- 10 | Rules, Terms & Conditions of Entry
- 11 | Entry Preparation Tips
- 12 | Reasons Why You Should Submit Nominations



# 2025 CALENDAR

JUNE 4, 2025	<a href="#">Watch the Webinar Replay: Winning Strategies for the 2025 Stevie Awards for Women in Business</a>
JUNE 25, 2025	Early-bird entry deadline, with discounted entry fees
JULY 23, 2025	Entry deadline
JULY 31, 2025 – SEPTEMBER 11, 2025	Judging of the 2025 Awards
<del>AUGUST 20, 2025</del>	Late entry deadline, with payment of late fee
SEPTEMBER 17, 2025	Honorees notified
SEPTEMBER 19, 2025	Honorees publicly announced
NOVEMBER 10, 2025	Awards banquet Marriott Marquis Hotel, New York City

**SEPTEMBER 5  
EXTENDED  
FINAL ENTRY  
DEADLINE**







# THE 2024 AWARDS

BROWSE PHOTOGRAPHS OF THE AWARDS EVENT



WATCH THE INDIVIDUAL AWARDS PRESENTATION CLIPS



WATCH INTERVIEWS WITH STEVIE WINNERS



DOWNLOAD THE AWARDS EVENT PROGRAM BOOK (PDF)



## SELECTION OF 2024 WINNERS



# AWARDS PROCESS

Judging of entries will be conducted in July-September. Chairs for the Judging Committees are recruited worldwide and invite senior-level executives to join their committees. Other judges can apply to judge on the Stevie® Awards for Women in Business website. If accepted, they will be assigned categories by Stevie® Awards staff, based on their industry, function, and experience.

During the judging, 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.

All entries that receive an average score of at least 8.00 out of a possible 10 when judging is completed, regardless of category, will be named Finalists and automatically be eligible for Gold, Silver, or Bronze Stevie Award status. Finalists will be announced in mid-September and invited to attend the November 10 awards dinner in New York City. All Finalists will ultimately be named Gold, Silver, or Bronze Stevie Award winners.

The Finalist entry in each category with the highest average score after judging is completed will receive a Gold Stevie Award. Any other Finalist entries with a final average score of at least 8.25 will be designated as Silver Stevie winners, and will receive a silver medal. All other Finalist entries with a score of 8.00 or higher will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the right to promote their Silver- and Bronze-winning Stevie status, and will have the option to purchase their Silver and Bronze Stevie statues.

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

## ENTRY FEES

Entry fees for all categories in the 2025 Stevie® Awards for Women in Business 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, for categories for which payment is required. There are many free categories.

No refunds will be made after July 23. All entries submitted after July 23 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.



# HEAR FROM PAST WINNERS

”

Winning a Stevie Award is a proud moment for The Equine Practice Company, as it recognizes our dedication to innovation and excellence in the equine industry. This achievement validates the hard work of our team and inspires us to continue empowering women and driving positive change in our field. It's an honor to be part of this global celebration of exceptional women in business.

**OLIVIA JAMES, THE EQUINE PRACTICE COMPANY**

”

It validates the work we're doing with women in business in helping them share their stories across the globe and to their target audiences. So many women are humble about what they do and what they achieve and these Stevie Awards are validation for us that we're doing a really good job getting their stories out there, and that their stories are worth hearing. These awards say that judges have deemed our work worthy of recognition.

**ANNETTE DENSHAM, WRITER**

”

This recognition is a reflection of the amazing team, community, and support system that surround me every day. I'm deeply grateful to work alongside such passionate and talented individuals who inspire and push me to reach higher.

**JENNEY REES, REVROAD**

”

Winning the Gold Stevie® Award for Female Executive of the Year is a deeply personal honor, but it also highlights the exceptional work and dedication of the Viderity team. This recognition not only celebrates my leadership but also elevates Viderity's reputation as a company that values innovation, education, and delivering impactful solutions to our clients.

**RACHEL EVERETT, VIDERITY**



# HOW TO ENTER

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

Visit the website at [www.StevieAwards.com/Women](http://www.StevieAwards.com/Women) or click the **READY? ENTER NOW** button at the bottom of any page in this kit.

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

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

When you've created all of the entries you will submit, click the check boxes next to their titles, then click the **SUBMIT SELECTED NOMINATIONS** button to begin the submission process.

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

## SUBMISSIONS IN ENGLISH

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

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

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

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

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



# HOW TO SUBMIT WINNING ENTRIES

1

## Subscribe to the Free Stevie® Awards Weekly Email Newsletter

The weekly email newsletter is the best way to stay informed about entry deadline extensions, new categories, and other announcements from the organizers of the Stevie Awards. We have a very strict privacy policy, so we will not share your email address with anyone else for any reason. [Click here](#) to learn more.

2

## Request and Review an Entry Kit

The entry kit contains all the information you'll need to be able to prepare and submit your entries. [Click here](#) to request that an entry kit be emailed to you.

3

## Determine Who or What You Want to Nominate, and in Which Categories

Decide which individuals, organizations, or work that you will nominate, then select the most appropriate categories for those entries. Contact the Stevie Awards office with your questions about the most appropriate categories, entry fees, entry deadline extensions, and so on. [Click here](#) for contact information.

4

## Use the 2024 Stevie-winning Entries as Models

2024 Gold Stevie-winning entries are examples of entries that judges scored highly, and we recommend that you emulate their style, tone, and structure. [Click here](#) to go to the list of 2024 Stevie winners.

5

## Prepare Your Entries

Stevie-winning entries are:

- Well-written. They are terse and succinct. Their tone is modest.
- Focused on a few accomplishments. Describe in detail just a few, instead of listing many in brief.
- Accompanied by supporting information. Provide links that support the claims made in your entries.

6

## Submit Your Entries as Soon as Possible

Note the entry deadlines on the [2025 calendar](#).

7

## Participate in the Judging Process

Apply to be a judge. As a judge you will be able to see the entries submitted by many companies around the world, and you will develop a better sense of the types of entries that judges score highly. (You will not be allowed to judge entries in categories in which you have submitted entries, however.) [Click here](#) to complete the application form.





# 2025 CATEGORIES

The categories of the 2025 Stevie® Awards for Women in Business are listed in the following groupings.

*The eligibility period for 2025 entries extends from July 1, 2023 - your entries should describe achievements since that date. There is no eligibility for the Lifetime Achievement categories, however.*

## ACHIEVEMENT CATEGORIES

### ACHIEVEMENT IN COMMUNICATIONS & MARKETING (DEVELOPED FOR/BY WOMEN) CATEGORIES

### COMPANY/ORGANIZATION (WOMEN-OWNED OR -LED CATEGORIES)

### INDIVIDUAL WOMEN CATEGORIES

### MEDIA (DEVELOPED FOR/BY WOMEN) CATEGORIES

### NEW PRODUCT & SERVICE (DEVELOPED FOR/BY WOMEN) CATEGORIES

### SOCIAL MEDIA CATEGORIES

### SUSTAINABILITY CATEGORIES

### THOUGHT LEADERSHIP CATEGORIES



# RULES, TERMS & CONDITIONS OF ENTRY

The following are the terms and conditions of entry to the 2025 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



## ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



## MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



## FINAL DECISION



## DISPOSITION OF SUBMITTED MATERIALS



## CONFIDENTIALITY OF ENTRIES



## PAYMENT OF SHIPPING FEES



## PUBLICATION OF STEVIE-WINNING ENTRIES



## NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



## IDENTIFY VERIFICATION



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



# ENTRY PREPARATION TIPS

## 1 Write Your Entries Offline Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries 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 Add Supporting Materials & 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 2025 Stevie Awards for Women in Business extends from July 1, 2023 — entries should describe achievements since that date. (There is no eligibility timeframe for app, website/blog, and lifetime achievement entries.) While your entries may make reference to earlier achievements, they should focus extensively on achievements during the eligibility period.

## 4 How to Submit Entries for Multiple Clients

If you're a PR or marketing agency and you want to submit entries on behalf of multiple clients, create one account in your agency's name, with your agency's contact information and description. Begin each entry's title with the name of the client. Then we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

## 5 Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, 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

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

## 7 Giving Titles to Your Entries

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



# 10 REASONS WHY YOU SHOULD ENTER

1

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

2

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

3

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

4

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

5

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

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

6

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

7

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

8

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

9

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

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 the workplace to organizations and individuals in more than 70 nations and territories.

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 ENTRIES

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your Stevie® Award for Women in Business 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:

August Recognition, Donna O'Toole, [hello@augustawards.com](mailto:hello@augustawards.com)

Award-Winning Results, Jacque Burandt, [jacqueline.burandt@gmail.com](mailto:jacqueline.burandt@gmail.com)

Boost Awards, Chris Robinson, [info@boost-awards.co.uk](mailto:info@boost-awards.co.uk)

Business Awards Consulting, Cagatay Kayabas, [awards@kuzeygelisim.com](mailto:awards@kuzeygelisim.com)

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

Martha Hooper, [hooperconsultinginternational@gmail.com](mailto:hooperconsultinginternational@gmail.com)

Melissa Sones, [melissasonesconsulting@gmail.com](mailto:melissasonesconsulting@gmail.com)

Susan Turkell, [info@pairelations.com](mailto:info@pairelations.com)

The Audacious Agency, Lauren Clemett, [info@theaudaciousagency.com](mailto:info@theaudaciousagency.com)



FOR WOMEN  
IN BUSINESS

## CONTACT US

### The Stevie Awards

10560 Main Street, Suite 519, Fairfax, VA 22030 U.S.A.

Telephone: +1 703-547-8389 | Fax: +1-703-991-2397

[help@StevieAwards.com](mailto:help@StevieAwards.com) | [www.StevieAwards.com](http://www.StevieAwards.com)

