



THE INTERNATIONAL
BUSINESS AWARDS®

2026 ENTRY KIT

The 23rd Annual International Business Awards®



iba.stevieawards.com

WELCOME

We invite your organization to submit nominations to The 2026 (23rd Annual) International Business Awards®, the world's top honors for achievement in the workplace.

All organizations and individuals worldwide may submit nominations to the IBAs: large and small, public and private, for-profit and non-profit. The 2025 competition attracted more than 3,600 nominations from organizations of all types.

The Stevie® Award trophy, the prize that is conferred in The International 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 organizations have won Stevie Awards. Most of our winners each year are small and midsize organizations that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to The International Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are two entirely new category groups - for AI Innovation & Transformation, and for Public Sector & Government Innovation - and new categories sprinkled throughout most of the other category groups. We encourage you to explore them all.

Eligibility extends from 1 January 2024 through the date on which you submit your nominations. Nominations that won in the 2025 IBAs may be resubmitted for consideration in the 2026 IBAs. 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 through our website at <https://IBA.StevieAwards.com>. All of this information is also available on the website.

The Gold, Silver, and Bronze Stevie Award winners will be announced on 12 August, and celebrated during a gala event in Paris, France on Wednesday, 28 October. Attendance is not required to win.

We hope your organization will submit entries to The International Business Awards. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

MAGGIE MILLER

President, The Stevie® Awards



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2026 CALENDAR

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25 MARCH 2026

Webinar: Preparing Effective Nominations for The 2026 International Business Awards®

8 APRIL 2026

First early-bird entry deadline, with discounted entry fees

6 MAY 2026

Entry deadline, late fees apply after this date

**1 JUNE 2026 -
27 JULY 2026**

Judging of the 2026 Awards

17 JUNE 2026

Final entry deadline, with payment of late fee

11 AUGUST 2026

Winners notified

**13 AUGUST 2026 -
11 SEPTEMBER 2026**

Public voting for the People's Choice Stevie® Awards for Favorite Companies

28 OCTOBER 2026

Awards banquet
Pullman Paris Montparnasse, Paris, France

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READY? ENTER NOW





THE 2025 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 2025 WINNERS



INTERNATIONAL BUSINESS AWARDS® ENTRY REQUIREMENTS

For most categories in The International Business Awards, entries will consist of three main components. You may submit either written or video content in your chosen categories, along with a concise summary and optional supporting materials to help judges get the full picture of your achievements and verify claims made in the entry.

In most categories, each entry must include:

- a. An essay of **up to 4,900 characters**, including spaces, describing the achievements of the nominee(s) since **1 January 2024**, **OR** a video of **up to five (5) minutes** in length describing the same.
Nominations in the Lifetime Achievement Award category may describe the nominee's lifetime of achievement.
- b. In bullet-list form, a brief summary of **up to ten (10)** of the chief accomplishments of the nominee(s) since **1 January 2024**.
- c. **Optional (but highly recommended)**: A collection of supporting files and/or web addresses that you may upload to our server to provide additional background information and support for your entry. These materials help judges better understand the scope, impact, and results of the achievement.

[Achievement in Communications / PR](#), [Achievement in Marketing](#), [App](#), [Event](#), [New Product](#), [Podcast](#), [Publication](#), [Thought Leadership](#), [Video](#), and [Web Achievement](#) awards categories will have slightly different requirements.

ENTRY TIPS



- Give each nomination a clear and concise nomination title
- Add at least one supporting link or attachment. Judges want to see that you've made the effort to back up the claims of achievement made in your nomination. Not all claims can be verified, but do the best you can to show support. We recommend submitting no more than 10 supporting links or attachments.
- You may submit the same entry content in multiple categories, as long as the categories' requirements are identical.

AWARDS PROCESS

Many of the judges are invited, and are former Stevie® Award winners. Other professionals apply to judge, and if accepted are assigned categories by Stevie Awards staff, based on their industry, function, and experience. To apply to be a judge for The 2026 International Business Awards®, you need to login to or create an account at <https://the-stevie-awards.com>, choose INTERNATIONAL BUSINESS AWARDS from the Program pulldown menu, then click the Apply to Judge button.

Judging of entries is conducted in one round in June and July to determine the Gold, Silver, and Bronze Stevie® Award winners. Judges are recruited worldwide, apply to judge on the The International Business Awards website, and are assigned to juries by Stevie Awards staff based on their industry, function, and experience.

Each entry is reviewed and rated by no fewer than five (5) volunteer judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. All entries are viewed and rated at the judges' convenience online. Rating is done on a scale of 1-10.

All entries that receive an average score of at least 8.0 out of a possible 10, regardless of category, are automatically conferred Stevie Award status. Entries with average scores of 7.75 – 7.99 may be conferred awards status at the discretion of Stevie Awards administration, but are not guaranteed awards placement.

Every category that has at least one qualifying entry (with a final average score of at least 8.0/10) will have at least one Gold Stevie Award winner. The qualifying entry with the highest average score in a category will be awarded the Gold Stevie Award. The top 45% of other qualifying entries will be accorded Silver Stevie status. The remaining qualifying entries will be accorded Bronze Stevie Award status.

The veracity of claims in nominations may be audited. Any nomination found to contain false or misleading information will be disqualified. Gold Stevie-winning nominations will be published on the IBA website, but only after winners have had the opportunity to redact non-public information from them.

BEST OF THE IBA AWARDS



The Best of the IBA Awards are best-of-competition prizes that will be awarded to the organizations that submit the best body of work to the competition, 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.

The awards for consideration are:

Organization the Year: Presented to the organization with the most award points earned in the 2026 competition

Most Honored Marketing Agency: Presented to the marketing agency that garnered the most award points, in their own name or in the names of clients

Most Honored Public Relations Agency: Presented to the PR agency that garnered the most award points, in their own name or in the names of one or more clients

Highest-rated Nomination of the Year: Presented to the organization that submitted the highest-scoring nomination in the entire competition

Highest-rated New Product or Service of the Year: Presented to the organization that submitted the highest-scoring nomination in the New Product or Service categories



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 IBA.StevieAwards.com or click the **READY? ENTER NOW** button at the bottom of any page in this kit.

Within your entry-submission account, select The International Business Awards from the program drop-down in the top right of your screen.

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.

ENTRY FEES

Entry fees 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 6 May 2026. Entries submitted after 6 May 2026 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.

There are no other required fees. Attending the awards ceremony and receiving your Stevie® Award by post or express courier are optional. You do not have to do either to keep your title as a Stevie winner.

SUBMIT NOMINATIONS IN 30+ LANGUAGES

We now have a translation tool built into our entry system. You may submit written nominations in any of 30+ languages, and our system will translate them to English for our judges to review and score. Please note that only your written submission will be translated, not any supporting material uploads or links. All judging will be done in English, and judges will be told that a translation tool may have been used.



2026 CATEGORIES

The International Business Awards® accept entries in many different types of categories.

[ACHIEVEMENT CATEGORIES](#) >

[ACHIEVEMENT IN MANAGEMENT CATEGORIES](#) >

[ACHIEVEMENT IN MARKETING CATEGORIES](#) >

[ACHIEVEMENT IN PUBLIC RELATIONS CATEGORIES](#) >

[AI INNOVATION & TRANSFORMATION CATEGORIES](#)
(NEW FOR 2026) >

[APP CATEGORIES](#) >

[COMPANY/ORGANIZATION CATEGORIES](#) >

[CREATIVE CATEGORIES](#) >

[CUSTOMER SERVICE CATEGORIES](#) >

[ENTREPRENEUR CATEGORIES](#) >

[EVENT CATEGORIES](#) >

[HUMAN RESOURCES CATEGORIES](#) >

[INDIVIDUAL CATEGORIES](#) >

[NEW PRODUCT &
PRODUCT MANAGEMENT CATEGORIES](#) >

[PODCAST CATEGORIES](#) >

[PUBLIC SECTOR & GOVERNMENT INNOVATION
CATEGORIES](#) (NEW FOR 2026) >

[PUBLICATION CATEGORIES](#) >

[SOCIAL MEDIA CATEGORIES](#) >

[SUPPORT CATEGORIES](#) >

[SUSTAINABILITY CATEGORIES](#) >

[TECHNOLOGY CATEGORIES](#) >

[THOUGHT LEADERSHIP CATEGORIES](#) >

[VIDEO CATEGORIES](#) >

[WEB ACHIEVEMENT CATEGORIES](#) >



HEAR FROM PAST WINNERS

“

Winning a Stevie® Award is about more than recognition; it's about the commitment we've made to ourselves and those who believe in our vision. The Gold Stevie Award reinforces that our dedication is making a difference, and it drives us to continue striving for excellence.

Charles Chima,
Chief Strategy Officer,
Dynamic Ace Global,
Malaysia

”

“

On behalf of my team at Pepsico, we are very excited and proud to have won the Gold Stevie Award. This award is a confirmation of the efforts that Pepsico as a company has taken to focus on high-tech to bring more innovation, productivity, and tech-based capabilities to the business, our partners, and consumers. Winning the Stevie Award also boosts the morale and ambition of the team; it reinforces that their hard work is in the right direction.

Ravi Boggaram,
CTO Sr. Director,
Global Digital Services,
Pepsico

”

“

Winning a Stevie Award is more than recognition, it's visibility and validation. It proves that a small, alternative brand can stay true to its ethical values while creating global change, and I hope it inspires others who feel unseen to believe in their vision.

Lynsey Drewett,
CEO/Founder,
VE Cosmetics,
United Kingdom

”

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[READY? ENTER NOW](#)

TIPS TO SUBMIT WINNING NOMINATIONS

Subscribe to the Free Stevie® Awards Email Newsletter

Stay up to date on entry deadline extensions, new categories, and other important announcements by subscribing to the weekly Stevie Awards email newsletter. We respect your privacy and will never share your email address with anyone else. [Click here](#) to subscribe.

Register for our Live Informational Webinar | 25 March at 9:00 am ET

[Click here to register](#) for our webinar about how to prepare successful nominations and learn more about what is new and different in the 2026 competition. The webinar will be available to watch on demand anytime after it airs live.

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

Decide which individuals, departments, teams, achievements, solutions, or implementations in your organization you wish to nominate, then select the most appropriate categories for those entries. For help with category selection, fees, or other questions, contact us at +1 703-547-8389 or help@stevieawards.com.

Submit Your Entries By the Entry Deadline

The early-bird entry deadline is 8 April 2026, through which entry fees are discounted. The final entry deadline is 6 May 2026. Late entries will be accepted through 17 June 2026 with payment of a \$55 late fee per entry.



RULES, TERMS & CONDITIONS OF ENTRY

The following are the terms and conditions of entry to The 2026 International Business Awards®. 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](#)



[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 to keep a permanent record. Then, submit them through our simple online system. Avoid writing directly online, as technical issues with your computer or our system could cause you to lose your work.

2 Include Supporting Materials and Links

For most categories, supporting files or URLs are optional. However, we strongly recommend including at least your organization's website URL so judges can access basic information about your organization.

3 Focus on Achievements During the Eligibility Period

The 2026 International Business Awards® eligibility period is from 1 January 2024, through 17 June 2026. Entries may mention earlier achievements but must focus on this period—the judges will not score entries highly if they do not.

4 How to Submit Entries for Multiple Clients

PR and marketing agencies submitting for multiple clients should create one account under the agency's name with agency contact details. For each nomination you create you will be able to specify the name and location of the organization you are nominating.

5 Test Your Links

If you include links to videos, images, or other materials, be sure to test them before submitting. Preview your entry and click the links to ensure they work and show the intended content to the judges.

6 Video Entries and Other Media Materials

Attachments should be directly downloadable and easy to access. For videos, use a YouTube, Vimeo, or similar link that plays instantly. If that's not possible, upload the video file instead.

7 Giving Titles to Your Entries

When choosing a title for your entries, don't include the category name — judges will see it. For individual nominations, simply use the person's name and job title unless additional text adds meaningful context. Keep titles simple.

8 Well-Written and Succinct

Stevie-winning entries are clear, focused, and modest. Highlight a few key accomplishments in detail rather than listing many briefly, and keep the writing concise.



10 REASONS WHY YOU SHOULD ENTER

1

Stevie® Awards offer a cost-effective way to recognize and celebrate your valued employees for their efforts and accomplishments—boosting morale, inspiring pride, and motivating your team to keep striving for excellence.

2

The entry fees are nominal compared to the publicity and credibility you or your organization can reap from winning a Stevie Award. Past winners use their Stevie Awards to enhance their reputation, attract clients, and engage top talent.

3

Small organizations have just as much chance to win a Stevie as big companies. Every year, household-name companies are joined in the winners' circle by small and medium-sized organizations that are still building their brands.

4

There are dozens of categories for Organizations, Entrepreneurs, PR, Marketing, Tech, AI, Podcasts, and much more.

5

Winners are celebrated globally at our galas and promoted across our website, blog, social media, and PR. With more than 70,000 monthly site visitors and 30,000 newsletter subscribers, your win gets wide exposure.



6

When you win a Stevie Award, you and your colleagues get to deliver a speech on stage before a global audience and network with top professionals at our 28 October gala in Paris, France, also broadcast live worldwide.

7

The awards are a great way to benchmark your achievements against competitors in your industry.

8

Stevie Awards impress clients, partners, colleagues, and staff. Since 2002, the Stevie Award trophy has become one of the business world's most coveted prizes; it's a global symbol of excellence and innovation.

9

Winners may order additional copies of their awards to share with employees, executives, and clients. Official winner logos, social media graphics, and press release templates are provided to all winners at no extra cost.

10

Judges include many of the world's most respected executives, entrepreneurs, innovators, and business educators. You'll have access to all of the judges' feedback for all of your entries; an invaluable resource.

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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 The International Business 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:

August Recognition, Donna O'Toole, hello@augustawards.com

Awards Intelligence, Claire James, claire@awardsintelligence.co.uk

Award-Winning Results, Jacque Burandt, jacqueline.burandt@gmail.com

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

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

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

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

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



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