

## Arab Women Convention Awards Categories

### Age Categories

The Women Awards is open to the following age categories for each of the awards:

1. Age 16 – 21
2. Age 22 – 35
3. Age 36 and above

We have several awards for each of the age categories

### Category Age 16 – 21

#### Women of the Future: Young Star

This award acknowledges high achievers aged 16-21. It is for teenage girls showing exceptional promise within their industry, university or school.

We are looking for an inspirational young star, who is showing a great promise at such an early age in their chosen field.

### Category Age 22 – 35

#### Women of the Future: Real Estate, Infrastructure & Construction

This award is for female professionals who shape the world we live in through their work in real estate, construction or infrastructure.

#### Women of the Future: Technology and Digital

This category recognizes talented, ground-breaking young women from the worlds of digital and technology.

#### Women of the Future: Media

This award acknowledges the rising stars among media professionals.



### Women of the Future: Arts and Culture

Are you a budding actress or an energetic film producer, an artist or a choreographer?

### Women of the Future: Community Spirits

This category recognizes the extraordinary and varied contributions of traditional “public servants”, charity and volunteer workers. We are also seeking submissions from community-spirited young women in business, philanthropic individuals, entrepreneurs leading positive social action etc.

### Women of the Future: Science

This category recognizes a group of truly remarkable young female scientists, forging new ground in research and scientific achievement.

Within this category, we are also seeking nominees with a career in the sciences who can demonstrate a track record of academic excellence in the field of science; and are showing signs of success in pushing through scientific developments to commercial application.

### Women of the Future: Professional

This award recognizes women who are making a significant contribution in the professions of legal, medicine, architecture, accounting, surveying, education etc – and are destined for the top of their field.

### Women of the Future: Business

Are you, or do you know, a younger woman thriving in corporate Britain?

This award is for a dedicated businesswoman. This award is open to employees of both public, publicly quoted and privately owned organizations.

### Women of the Future: Entrepreneur

This award identifies and celebrates younger entrepreneurs who are really going places.

Judges will be looking for candidates who have already started to build a business (or businesses), and who can show they have the ambition, energy, skill and vision to scale the heights.

### Women of the Future: Corporate Award

This award recognizes the organization that is doing the most to support and nurture young women in business.

We believe that the Arab World economies and societies will benefit from the fuller realization of the talents of younger women. Too many obstacles still prevent younger women from achieving their goals.

The Women of the Future Corporate Award seeks to identify organizations that are:

- Clearly and demonstrably committed to realizing the talents of the younger women within their workforce
- Showing innovation in how they enable their younger women to fulfill their objectives
- Engaged in wider public debate about the role of younger women in society
- Committed to positive social change that will enable younger women to prosper

Please submit your nomination and a 1000 citation detailing why this organization merits this award – including:

1. History and background of the company/organization.
2. Demonstrate how the company/organization is promoting diversity within its own workforce.
3. Demonstrate how the company/organization is nurturing younger women's professional development within the organization and wider society.
4. Future ambitions and visions for the company/organization in terms of promoting diversity.

Elements to include:

- Training and development schemes
- Networks



- Maternity benefits
- Flexible working
- Recent external awards/recognition
- Public/social outreach

### Mentor of the Year

This award recognizes active mentors behind the success of younger women in the Arab World.

The award is open to men and women of all ages. Tell us, about the woman or man who has been your active inspiration.

Who are they? What has made them a successful mentor?

What specific contributions have made them so influential in your own career?

Have they supported other rising stars?

Could you have done it all without them?

### Category Age 36 and Above

These categories will recognize the achievements of individual female entrepreneurs and executives.

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.

### Female Entrepreneur of the Year

1. Female Entrepreneur of the Year – Business Products –10 or Less Employees
2. Female Entrepreneur of the Year – Business Products –11 to 2,500 Employees
3. Female Entrepreneur of the Year – Business Products –More Than 2,500 Employees
4. Female Entrepreneur of the Year – Business Services –10 or Less Employees

5. Female Entrepreneur of the Year – Business Services –11 to 2,500 Employees
6. Female Entrepreneur of the Year – Business Services –More Than 2,500 Employees
7. Female Entrepreneur of the Year – Consumer Products –10 or Less Employees
8. Female Entrepreneur of the Year – Consumer Products –11 to 2,500 Employees
9. Female Entrepreneur of the Year– Consumer Products –More Than 2,500 Employees
10. Female Entrepreneur of the Year – Consumer Services –10 or Less Employees
11. Female Entrepreneur of the Year – Consumer Services –11 to 2,500 Employees
12. Female Entrepreneur of the Year – Consumer Services –More Than 2,500 Employees

#### Female Innovator of the Year

1. Female Innovator of the Year – Government or Non-Profit –10 or Less Employees
2. Female Innovator of the Year – Government or Non-Profit –11 to 2,500 Employees
3. Female Innovator of the Year – Government or Non-Profit –More Than 2,500 Employees

#### Female Executive of the Year

1. Female Executive of the Year – Business Products –10 or Less Employees
2. Female Executive of the Year – Business Products –11 to 2,500 Employees
3. Female Executive of the Year – Business Products –More Than 2,500 Employees
4. Female Executive of the Year – Business Services –10 or Less Employees
5. Female Executive of the Year – Business Services –11 to 2,500 Employees
6. Female Executive of the Year – Business Services –More Than 2,500 Employees

7. Female Executive of the Year – Consumer Products –10 or Less Employees
8. Female Executive of the Year – Consumer Products –11 to 2,500 Employees
9. Female Executive of the Year– Consumer Products –More Than 2,500 Employees
10. Female Executive of the Year – Consumer Services –10 or Less Employees
11. Female Executive of the Year – Consumer Services –11 to 2,500 Employees
12. Female Executive of the Year – Consumer Services –More Than 2,500 Employees
13. Female Executive of the Year – Government or Non-Profit –10 or Less Employees
14. Female Executive of the Year – Government or Non-Profit –11 to 2,500 Employees
15. Female Executive of the Year – Government or Non-Profit –More Than 2,500 Employees

#### Female Entrepreneur of the Year in the Arab World

#### Female Executive of the Year in the Arab World

**Innovator of the Year in the Arab World** – This category will recognize individual women for the innovations they initiated, developed, or launched

**Young Female Entrepreneur of the Year in the Arab World** – This category will recognize the achievements of female entrepreneurs under the age of 30.

**Maverick of the Year in the Arab World** – This category will recognize the achievements of female individuals who have affected positive change on their companies and/or industries.

#### Lifetime Achievement – Business

#### 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.

### **Mentor or Coach of the Year – Business**

### **Mentor or Coach of the Year – Government or Non-Profit**

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

### **Women Helping Women – Business**

### **Women Helping Women – Government or Non-Profit**

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

**Female Employee of the Year** – This category will recognize the achievements of non-executive female employees.

- a. Business
- b. Government or Non-Profit

**Woman of the Year** – These categories will recognize individual women, regardless of their titles, positions, or entrepreneurial or executive status, for their achievements in the following industry sectors

- a. Advertising, Marketing & Public Relations
- b. Business Services
- c. Industry
- d. Government or Non-Profit
- e. Technology

### **Company/Organization Awards Categories**

These categories will recognize the achievements 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.

1. Company of the Year – Business Products – 10 or Less Employees
2. Company of the Year – Business Products – More Than 10 Employees
3. Company of the Year – Business Services – 10 or Less Employees
4. Company of the Year – Business Services – More Than 10 Employees
5. Company of the Year – Consumer Products – 10 or Less Employees

6. Company of the Year – Consumer Products – More Than 10 Employees
7. Company of the Year – Consumer Services – 10 or Less Employees
8. Company of the Year – Consumer Services – More Than 10 Employees
9. Organization of the Year – Government or Non-Profit– 10 or Less Employees
10. Organization of the Year – Government or Non-Profit– More Than 10 Employees

**Startup of the Year** – This category will recognize the achievements since January 1, 2014 of organizations that *began operations* after January 1, 2013.

**Most Innovative Company of the Year** – 10 or Less Employees

**Most Innovative Company of the Year** – More Than 10 Employees

**Fastest Growing Company of the Year**

**Community Involvement Program of the Year**

**Management Team of the Year** - 10 or Less Employees

**Management Team of the Year** –More Than 10 Employees

### **NEW PRODUCT & SERVICE AWARDS CATEGORIES**

These categories will recognize new products and services introduced to the marketplace in the last year, created by or for women.

1. Best New Product or Service of the Year - Business Products
2. Best New Product or Service of the Year - Business Services
3. Best New Product or Service of the Year - Consumer Products
4. Best New Product or Service of the Year - Consumer Services

### **COMMUNICATIONS & MARKETING AWARDS CATEGORIES**

**Communications or PR Campaign of the Year:** Recognizing excellence in public relations, press relations, and publicity programs by or for women.



1. Community Relations: campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
2. Crisis Communications: campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.
3. Global Issues: campaigns/programs that demonstrate effective global communications implemented in at least two countries.
4. Internal Communications - Up to 1,000 Employees: campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
5. Internal Communications - 1,000 or More Employees: campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
6. Issues Management: campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
7. Low Budget (under \$10,000): campaigns/programs that cost no more than \$10,000 to plan and implement.
8. Marketing – Business to Business: campaigns/programs designed to introduce new products or promote existing products or services to a business audience.
9. Marketing – Consumer Products: campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
10. Marketing – Consumer Services: campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
11. Multicultural: campaigns/programs specifically targeted to a cultural group.
12. Reputation/Brand Management: campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
13. Public Affairs: campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
14. Public Service: campaigns/programs that advance public understanding of societal issues, problems or concerns.
15. Social Media Focused: campaigns/programs designed to be implemented primarily through online social media.

**Marketing Campaign of the Year:** Recognizing excellence in marketing by or for women. Advertising campaigns are comprised of paid media only.

Marketing campaigns may include a combination of paid media and other types of communication.

1. Business-to-Business Advertising Campaign of the Year
2. Business-to-Business Marketing Campaign of the Year
3. Consumer Advertising Campaign of the Year
4. Consumer Marketing Campaign of the Year
5. Mobile Marketing Campaign of the Year
6. Online Marketing Campaign of the Year
7. Retail/Merchandising Marketing Campaign of the Year
8. Small-Budget Marketing Campaign of the Year
9. Viral Marketing Campaign of the Year

#### MEDIA AWARDS CATEGORIES

Entries in these categories require the following:

1. An essay of up to 125 words describing the nominated work: its purpose and results to date.
2. The nominated work itself.
3. Optionally, you can provide creative and production credits for the work, such as writers, creative directors, and programmers.

**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.

**Event of the Year:** Recognizing events of all types staged for women.

**Smartphone or Tablet App of the Year:** Recognizing excellence in Smartphone and tablet apps produced by or for women.

**Video of the Year:** Recognizing excellence in videos produced by or for women.