



every  
woman

ENTREPRENEUR AWARDS

# 2024 everywoman Entrepreneur Awards

4<sup>th</sup> December 2024, The Londoner, Leicester Square

# Who can enter?



Now in its 22<sup>nd</sup> year, the everywoman Entrepreneur Awards continue to build upon a distinguished legacy and enduring impact on British enterprise. By acknowledging, uplifting, and nurturing the achievements of women entrepreneurs and their businesses, the Awards honor exceptional women who embody qualities like dedication, diligence, and a collaborative spirit towards fellow women. These women surpass expectations and inspire success in others.

Honouring female entrepreneurship across the UK and Ireland, the Awards recognise women who own businesses as limited companies, sole traders, or in partnerships. By showcasing the diverse range of businesses that women lead, the Awards highlight the diverse array of businesses that women were running and the stories of ordinary women achieving extraordinary success - the stories of every woman.

Applicants have the option to self-nominate or be nominated by someone else. To be eligible for the Awards, they must :

- Be based or have their chief operations in the UK or Ireland
- Be available for an interview in October 2024 (online interview) and to attend the Awards Ceremony in person on 4 December 2024 in Central London

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# Top tips for completing a nomination

To increase your chances of being recognised at the everywoman Entrepreneur Awards, submit a detailed nomination form. Take the time to include all relevant details highlighting the nominee's excellence and verify that the contact information is correct.

You can save your progress and resume the entry later using the email link, but changes cannot be made after submitting the final version.

- Tell a compelling story highlighting your accomplishments through challenges, success, or positive impact. Use specific details and anecdotes to make it engaging
- Provide evidence to support your achievements, such as data, testimonials, awards, media coverage, and statistics. The more evidence provided, the stronger the nomination.
- Emphasise your business ambition and vision, including your growth plans and how you are transforming your industry. This is crucial for the everywoman Entrepreneur Awards, which celebrate ambitious female entrepreneurs.
- Word limits aren't just a recommendation - nominations that include answers that are below the word limit are very unlikely to be considered
- Be specific and make sure you stick to the point



# Demonstrate business **success**

- Has the business grown and evolved, such as moving to a new location, expanding its market presence to a global level, or hiring new employees? Has the business increased its turnover, or expanded its distribution or delivery into new territories or industries?
- What is the year-on-year growth rate of the business in terms of staff, turnover, and customer base?
- What impact has the business had on its industry sector? Is it outperforming its competitors, or providing strong competition to larger companies?
- What were the business's goals at its inception, and have they been exceeded? Has the business's vision changed over time?



# Overcoming challenges

- Were there any financial or investment barriers that the nominee had to overcome?
- Did you face any legal obstacles or personal challenges, such as managing family commitments or building your confidence, during your business journey?
- Did you acquire new skills or qualifications to improve the business, such as taking courses or attending training?
- Were there any economic obstacles that the nominee had to navigate, such as dealing with unemployment or staff layoffs? Did you ever experience an unsuccessful business?
- Did you have to break through industry barriers to achieve success, such as establishing a reputation in a male-dominated industry or entering a new and untested market?





# Personal achievements

- What professional accomplishments have you achieved so far in your career, for example, winning awards, gaining qualifications or accreditations?
- Has any of your accomplishments been recognised in the media?
- What other personal achievements have you accomplished that has motivated you to succeed in business. Examples include, climbing a mountain, completing a marathon, investing in successful ventures or advocating for change in their community?



# Support your nomination

- Remember, you can submit supporting evidence for your nomination in the form of press releases, news articles, photographs, testimonials or other items which you think will help the judges make informed decisions about the nominee's business
- Please submit any supporting documents together in one document, 4-sides maximum. In addition to this you can also submit a video URL link if appropriate.
- Supporting evidence can be attached via the UPLOAD button at the bottom of the nomination form (supporting evidence must be uploaded before submitting your finished nomination)





# Be Inspired



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2023 Scale Up Award Winner – Aimee Connolly, Founder & CEO, Sculpted by Aimee – [Hear her story](#)

②

2023 Entrepreneur For Good Award Finalist – Jenny Garrett OBE, Founder & Managing Director, Reflexion Associates Ltd – [Read her story](#)

③

2022 Athena Award Winner and 2023 everywoman Entrepreneur Awards Judge – Suzy Dean, CEO, AddIn365 – [Find out more](#)

④

Woman of the year 2023 Award Winner – Helen Cannon, Founder & CEO, ISON Travel – [Learn about her story](#)





# The benefits

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"I was on the brink of tears at every moment, thinking about the inspiring women around me and about my own mum," she says. She made multiple connections at the ceremony that will be useful for her in the future and several women there offered to mentor her."

**Elle McIntosh, McIntosh – COO, Twipes,  
2022 Demeter Awards Finalist**

"I was shocked and weeping as the different women shortlisted told their stories," she says, adding that she hopes the everywoman network will continue to help her and that she can return the favour. "I am very keen to help others who are in the early years of developing their businesses," she says. "I know how hard it is at the start."

**Suzy Dean, CEO – AddIn365,  
2022 Athena Award Winner, everywoman Entrepreneur Awards**

# Judging process



All successful entrants will be contacted in September 2023 if required to attend Judging Day for a short interview in October 2023. If selected, finalists must attend the Awards ceremony in Central London on **4 December 2024**. This is a condition of entry.

There will be **one winner** per category as well as one recipient of the Woman of the Year Award.

All decisions regarding the judging process are made by our independent judging panel. The everywoman team do not influence this process. The judges' decision will be final and no correspondence will be entered into before or after the judging.

Due to the large number of nominations received, the judging panel are unable to provide individual feedback.

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# Key Dates

## Programme Dates

Nominations Open: 25 March 2024

Nominations Close: 3 June 2024

Judging Day: 8 October 2024

Awards Ceremony: 4 December 2024

## When and where

The Londoner,  
38 Leicester Square, London WC2H 7DX

Time: 12.00 – 16.30



# Terms and Conditions

## **ENTERING:**

- Entrants must be based or have their chief operations in the UK or Ireland
- Entrants must ensure that they are available for the Judging Day in October 2024 and the Awards ceremony on 4 December 2024
- Entrants can nominate themselves or can be nominated by a colleague or associate
- Entrants must be able to demonstrate that they are the key owner of the business and must have been in business for longer than 18 months as of the nomination deadline (July 2024).
- Trading date criteria for categories must be calculated as of July 2024
- Previous applicants to the everywoman Awards are invited to re-apply and will need to complete a new online nomination with up-to-date information about their business.
- Details provided in the nomination form will potentially be used for press releases and web. content if the nominee is placed as a finalist or winner, so please ensure it is factually correct - we will not be liable for inaccuracies published based on nomination content and changes may not be possible after publication.

## **HOW WE USE YOUR INFORMATION:**

We may use the information you provide as part of the nomination process to follow up with you, for the purpose of communicating with you about your nomination. We use Eventsforce to collect information about nominations you may make (or you may make on someone's behalf) for our Awards programmes. More information on how Eventsforce use your information can be found on [Eventsforce's Privacy Policy](#). More information on how we use your information can be found on our [Privacy Policy](#).





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