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Miss Corporate Kenya Concept

Where Professional Excellence Meets Purpose

The Miss Corporate Kenya Concept

Miss Corporate Kenya is a **national leadership, brand representation, and CSR storytelling platform** designed for professional women representing corporate organizations, institutions, and brands.

It is not a traditional beauty pageant.

It is a **corporate ambassador platform** built around professionalism, leadership presence, communication, and verified social impact.

Miss Corporate Kenya offers organizations a structured way to showcase their values through a credible female representative, while strengthening CSR visibility, brand trust, and leadership storytelling.

What Makes Miss Corporate Kenya Different

Miss Corporate Kenya is intentionally designed to meet **corporate standards**.

- Leadership and professionalism come first
- Corporate image, ethics, and brand alignment are protected
- CSR storytelling is verified and accountable
- Presentation is elegant, dignified, and appropriate
- Recognition is based on merit, impact, and credibility

This is a platform where **competence leads**, and presentation supports the message.

The Corporate Ambassador Role

Each participating organization nominates or sponsors a **Corporate Ambassador** who represents the brand throughout the Miss Corporate Kenya cycle.

The Corporate Ambassador:



- Represents the organization during official events and media moments
- Participates in leadership, branding, communication, and presentation training
- Develops and presents a **3-minute CSR impact video** aligned to the organization's values
- Appears in curated corporate showcases during the national gala
- Acts as a voice for professionalism, ethical leadership, and social responsibility

The role is designed to reflect **real corporate leadership**, not pageantry.

Who Can Participate

Miss Corporate Kenya is inclusive of organizations across sectors, including:

- Corporates and SMEs
- Financial institutions
- NGOs and development organizations
- Public sector and government institutions
- Professional bodies and brands

Organizations may nominate:

- A professional woman working within the organization
- OR a trained brand ambassador or model selected to represent the organization

All nominees must be values-driven, articulate, and aligned to professional standards.

The Miss Corporate Kenya Journey

Miss Corporate Kenya follows a clear, structured journey:

- 1. Nomination & Partnership:** Organizations nominate or sponsor a Corporate Ambassador and confirm participation.
- 2. Screening & Onboarding:** Nominees are verified, oriented, and prepared for the program.
- 3. Training & Preparation** Participants undergo leadership, communication, branding, media, and presentation training.
- 4. CSR Video Development:** Each organization produces a **3-minute CSR impact video** highlighting real community or sustainability initiatives.
- 5. Corporate Showcases & Media:** Brands gain visibility through curated showcases, digital platforms, and official features.

6. Grand Gala & Recognition: The journey culminates in a premium national gala night featuring presentations, awards, and recognition.

- **Awards & Recognition Framework:** Recognition within Miss Corporate Kenya is structured into two main areas:
- **Corporate Ambassador Presentation:** Assesses executive presence, confidence, professionalism, and brand alignment through carefully curated presentation segments.
- **CSR & Impact Recognition:** Focuses on verified community and sustainability impact, assessed through CSR submissions and the CSR Video Challenge.

CSR recognition is supported by the **Centre for Social Responsibility & Accountability (CESRA)** to ensure credibility, transparency, and ethical storytelling.

CSR Video Challenge

The CSR Video Challenge is a core component of the Miss Corporate Kenya platform.

Organizations submit a short CSR impact video that:

- Shows real activities and beneficiaries
- Highlights measurable or meaningful outcomes
- Reflects ethical and respectful storytelling

Videos are showcased on **CSR-World.org**, screened during the Miss Corporate Kenya finals, and considered for recognition and public engagement where applicable.

Governance, Integrity & Accountability

Miss Corporate Kenya is produced by **Ashley's Events**, with CSR governance and accountability supported through **CESRA**.

This partnership ensures:

- Ethical standards are upheld
- CSR stories are credible and respectful
- Recognition is transparent and accountable
- The platform maintains long-term integrity

Why Organizations Choose Miss Corporate Kenya

Organizations participate in Miss Corporate Kenya to:

- Strengthen brand visibility and trust
- Highlight women leadership and professionalism
- Showcase CSR work in a credible, structured way
- Gain a corporate ambassador for PR and engagement
- Align with a platform that values integrity and impact

Looking Ahead

Miss Corporate Kenya is designed as a **scalable, franchisable African leadership platform**, adaptable to different countries while maintaining consistent standards, governance, and brand integrity.

It is a long-term investment in:

- women leadership
- ethical brand representation
- accountable CSR storytelling

Produced by Ashley's Events

CSR & Impact Partner: Centre for Social Responsibility & Accountability (CESRA)

Participation Tiers & Financial Commitment

Miss Corporate Kenya operates through clearly defined participation tiers to ensure transparency, fairness, and structured delivery. Each tier reflects the level of visibility, support, and program packaging involved.

Tier A: SME Impact Partner - KSh 30,000

For **small businesses and startups** who want to be part of the platform and be recognized for community impact.

Includes:

- Participation in the Miss Corporate CSR showcase
- Guided support to package a **2-3 minute CSR impact clip** (phone video accepted)
- Brand visibility on Miss Corporate platforms
- Recognition that small businesses matter in nation-building

Tier 1: Community Impact Partner - KSh 80,000

For **SMEs, social enterprises, NGOs, and growing brands** seeking stronger visibility and CSR recognition.

Includes:

- One Corporate Ambassador participation
- Guided support to package a **2-3 minute CSR story video**
- Hosting and visibility through CSR-World program platforms
- CSR recognition entry (including public engagement where applicable)
- Listing in official program materials and gala screening segments

Tier 2: Corporate Participation Partner (*Most Popular*) - KSh 150,000

For **corporates and institutions** seeking balanced visibility, leadership representation, and CSR credibility.

Includes:

- Official Corporate Ambassador participation
- Guided production support for a **2-3 minute CSR impact video** (using company-provided footage and activities)
- Corporate brand visibility during gala showcases and official features
- Official program listing and structured recognition pathways

Tier 3: Flagship CSR Partner - KSh 500,000

For **large corporates and institutions** seeking flagship positioning and premium visibility.

Includes:

- Flagship Partner designation and premium branding moments during the gala
- Priority packaging support for CSR storytelling and showcase planning
- Executive-level visibility and curated stakeholder engagement
- **Note:** Many flagship partners prefer their internal media team to handle filming/editing across multiple activities. We align on standards, formats, and final presentation packaging for the Miss Corporate platform.

Development & Women Leadership Impact Partners

Miss Corporate Kenya also works with **development partners, foundations, and funders** supporting women leadership and empowerment outcomes.

These engagements are structured separately and delivered in collaboration with the **Centre for Social Responsibility & Accountability (CESRA)**.

Program frameworks, governance, and impact reporting are hosted on the CESRA platform.

Financial commitments for development partnerships are **customized based on scope, outcomes, and reporting requirements**.



