



Show Ground Road, Mini City, Nakuru, Kenya | Tel: +254 720 590615 / +254 119 005472

[www.ashleys-events.com/miss-corporate-kenya](http://www.ashleys-events.com/miss-corporate-kenya) | Email: [info@ashleys-events.com](mailto:info@ashleys-events.com)

---

# 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**.



