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MISS CORPORATE KENYA 2026

PARTICIPATION BRIEF

Miss Corporate Kenya is a corporate leadership and CSR platform that enables organizations to appoint a female Brand Ambassador to represent their brand, professional values and community impact. Through on-stage corporate presentations, the Ambassador demonstrates confidence, communication skills, professionalism and knowledge of the organization, while CSR impact storytelling showcases the organization's initiatives, communities reached and positive impact achieved.

Corporate Participation Package

KES 30,000 per organization

The participation package includes:

- Representation by one officially approved Brand Ambassador.
- Brand Ambassador leadership and presentation training.
- CSR impact storytelling and CSR Impact Awards participation.
- Corporate representation through on-stage presentations.
- Company recognition during program activities and the Grand Finale.
- Brand listing in the official event programme.
- Media, social media and promotional visibility.
- Corporate networking and partnership opportunities.
- Certificate of participation for the organization.



Who Can Participate?

- Corporates and private companies
- Government and public institutions
- NGOs and development organizations
- Educational and professional institutions
- SMEs and emerging brands

Grand Finale tickets, corporate tables, sponsorship and enhanced branding opportunities are available separately.

YOUR PATH TO PARTICIPATION

Select • Secure Approval • Register • Represent



Each participating organization appoints one female Brand Ambassador to represent its brand, professional values and community impact.

CHOOSING YOUR BRAND AMBASSADOR

The organization may choose either of the following options:

01 | INTERNAL BRAND AMBASSADOR

Select a suitable employee, team member, student, member or professional already associated with the organization.

02 | EXTERNAL BRAND AMBASSADOR

Appoint a suitable professional woman from outside the organization to officially represent the brand throughout the program.

REGISTRATION PROCESS

01 | Select an Ambassador

Nominate an internal candidate or appoint a suitable external professional.

02 | Obtain Organizational Approval

The appointment must be approved by an authorized organizational representative.

03 | Complete the Registration Form

Provide the organization's details, Ambassador information and nomination status.

04 | Pay the Participation Fee

Pay the **KES 30,000** corporate participation fee to confirm participation.

05 | Submit Required Materials

Provide the organization's logo and profile, Brand Ambassador photograph and biography, and the CSR Storytelling Video.

Whether selected internally or externally, the Ambassador must be officially approved by the organization.

The proposed Brand Ambassador should:

- Be a woman aged **21–35 years**.
- Demonstrate professionalism, confidence and strong communication skills.
- Understand or be willing to learn about the organization.
- Be available for scheduled training, media and program activities.
- Participate in the CSR Storytelling Video and on-stage presentations.
- Conduct herself in a manner that protects the organization's reputation.

WHAT HAPPENS NEXT?

Once participation is confirmed:

- The Ambassador attends leadership and presentation training.
- The organization prepares its CSR impact story.
- The Ambassador participates in media and program activities.
- She represents the organization during the on-stage presentations.
- The organization and Ambassador attend the Grand Finale and Awards Gala.

BRAND AMBASSADOR & ON-STAGE PRESENTATION

Confidence • Leadership • Professional Presence



The Brand Ambassador represents her organization through a series of structured on-stage presentations designed to demonstrate confidence, communication skills, leadership values and knowledge of the organization she represents.

01 | CORPORATE WEAR PRESENTATION

The Ambassador presents herself and her organization in professional corporate attire, demonstrating confidence, executive presence and the ability to represent the organization's brand and professional values.

02 | ECO-CREATIVE PRESENTATION

The Ambassador presents an outfit or creative concept inspired by environmental responsibility, sustainability or the responsible use of materials. She briefly explains its inspiration and message.

03 | LEADERSHIP INTERVIEW & LIVE Q&A

The Ambassador responds to questions about her organization, professional journey, leadership values, CSR initiatives and community impact. This segment demonstrates knowledge, communication skills, confidence and critical thinking.

04 | EVENING GALA PRESENTATION

The Ambassador presents herself in appropriate evening or gala wear, demonstrating elegance, confidence, composure and professional presence.

ASSESSMENT FOCUS

Presentations are assessed on confidence, communication, organizational knowledge, creativity and professional presence—not physical appearance or conventional beauty standards.



ORGANIZATIONAL SUPPORT

Participating organizations are encouraged to provide:

- Appropriate attire for the presentations
- Accurate company and CSR information
- Preparation and rehearsal time
- Approval to represent the organization publicly
- General guidance and moral support throughout the program

The Brand Ambassador remains an employee, member or officially approved representative of the participating organization throughout the program.

CSR & LEADERSHIP STORYTELLING VIDEO

Share Your Story • Showcase Your Impact • Inspire Others



Each Brand Ambassador must submit a three-minute video presenting her leadership journey, the organization she represents and its CSR or community impact.

VIDEO REQUIREMENTS

TOTAL DURATION: MAXIMUM 3 MINUTES

Format

MP4 preferred • MOV accepted

Orientation

Landscape/horizontal only

Quality

Minimum Full HD: 1920 × 1080

RECORDING STANDARDS

- Use clear sound and good lighting.
- Keep the camera stable.
- Record in a quiet, professional setting.
- Ensure the Ambassador is clearly visible.
- The Ambassador must appear and speak in the video.
- Do not use copyrighted music or unauthorized material.

PURPOSE OF THE VIDEO

The video will:

- Present the Ambassador's leadership journey.
- Showcase the organization and its work.
- Highlight CSR initiatives and community impact.
- Support judging and CSR Awards consideration.
- Feature participant stories during official program activities.

Be Authentic, remain within the time line and let your passion for leadership and community service come through

What to Include

1. Introduction — 30 seconds

- Introduce yourself.
- State your position or profession.
- Name the organization you represent.

2. About the Organization — 45 seconds

- Briefly explain what the organization does.
- Share its mission, purpose or key services.

3. Leadership Journey — 45 seconds

- Explain your role or relationship with the organization.
- Highlight relevant experience and achievements.

4. CSR and Community Impact — 45 seconds

- Present the organization's CSR initiatives.
- Identify the communities reached.
- Explain the positive impact achieved.

5. Closing Message — 15 seconds

- Share your vision for leadership and community impact.
- End with a clear and memorable message.

Total Duration: Maximum 3 Minutes

SUBMITTING YOUR STORYTELLING VIDEO

Review • Confirm • Submit



Please review your video carefully before submission to ensure that it meets the required duration, format and quality standards.

SUBMISSION CHECKLIST

Before submitting, confirm that:

- The Brand Ambassador appears and speaks in the video.
- The video does not exceed three minutes.
- It is recorded horizontally.
- The sound is clear and the footage is stable.
- The organization's name is stated correctly.
- All CSR information is accurate and approved.
- No copyrighted or unauthorized material is used.

FILE NAMING

Save the video as:

Brand Ambassador Name – Organization Name.mp4

Example: Jane Doe – ABC Company.mp4

SUBMISSION METHOD

Submit through:

- A shareable Google Drive link
- Email attachment, where file size allows
- WhatsApp to the official program number

Google Drive, set access to: **Anyone with the link can view**

SUBMISSION DEADLINE

The completed video must be submitted at least:

30 DAYS

BEFORE THE GRAND FINALE

Early submission is encouraged. This allows time for review, corrections, publication and scheduling ahead of the Grand Finale.

Late submission may affect judging, publication and inclusion in promotional activities.

PUBLICATION & ENGAGEMENT

Approved videos may be published to:

- Introduce Brand Ambassadors and their organizations.
- Showcase leadership and CSR impact.
- Encourage public views, likes, comments and shares.
- Build interest ahead of the Grand Finale.

PUBLIC ENGAGEMENT DISCLAIMER

Likes, comments and shares may contribute to a separate People's Choice or Audience Engagement Award. Public reactions will not determine the main competition results or replace official judging

USE OF SUBMITTED MATERIALS

Submitted materials will be used for judging, CSR Awards consideration, participant introductions, event presentations, media, promotion and official program communication. Submission confirms that the organization and Brand Ambassador approve the content, its publication and use for these purposes.

AWARDS & JUDGING

Leadership • CSR Impact • Corporate Excellence



Miss Corporate Kenya recognizes outstanding Brand Ambassadors and participating organizations through leadership, professional presentation, CSR impact and public engagement awards

BRAND AMBASSADOR TITLES

Every approved Ambassador will carry her organization's title during the program, for example:

Miss Corporate Ashley's Events 2026

The title remains valid until the organization appoints its next Brand Ambassador.

OVERALL TITLES

- Miss Corporate Kenya 2026
- First Runner-Up
- Second Runner-Up
- Best On-Stage Presentation

The overall titles will be determined by performance across the full program—not one presentation alone.

OVERALL JUDGING

- Leadership Interview & Live Q&A — **25%**
- CSR Storytelling & Impact — **25%**
- Corporate Wear & Brand Representation — **15%**
- Eco-Creative Presentation — **15%**
- Evening Gala Presentation — **10%**
- Professionalism & Program Participation — **10%**

Judges will consider confidence, communication, organizational knowledge, leadership, creativity and professional presence.

CSR IMPACT AWARDS

One outstanding organization may be recognized in each qualifying area:

- | | |
|--------------------------------|------------------------------|
| • Education Support | • Women Empowerment |
| • Environmental Sustainability | • Health & Wellness |
| • Community Empowerment | • Charity & Outreach |
| • Youth Empowerment | • Innovation & Social Impact |

CSR initiatives will be assessed on **relevance, reach, demonstrated impact, sustainability and supporting evidence.**

Each CSR pillar will have one winner.

PEOPLE'S CHOICE AWARD

Verified likes, comments and shares received during the official voting period may determine the **People's Choice Award**.

Public engagement will not influence the overall Miss Corporate Kenya titles or CSR Impact Awards.

PRIZES & RECOGNITION

Prize packages, sponsor benefits and additional recognition opportunities will be announced as they are confirmed and before the Grand Finale.

All participating organizations and Brand Ambassadors will receive official recognition for their participation.

PAST EDITIONS

Highlights • CSR Stories • Leadership & Impact



Miss Corporate Kenya has previously brought together professional women and organizations to celebrate corporate representation, leadership, confidence and community impact. Past editions have featured gala presentations, corporate storytelling, media appearances and CSR initiatives from participating organizations.



WATCH PAST EDITIONS

Explore selected videos from previous editions, featuring gala highlights, media appearances and CSR stories from participating organizations at <https://ashleys-events.com/mck-past-editions/>



Each edition provides Brand Ambassadors with an opportunity to represent their organizations, share their professional journeys, present CSR impact and build meaningful corporate connections.

Our past editions have shaped the renewed Miss Corporate Kenya 2026 platform—stronger in leadership, corporate visibility and measurable community impact.