



WELCOME TO MISS CORPORATE KENYA 2026

SHOWCASE YOUR IMPACT • TELL YOUR STORY • STEP INTO LEADERSHIP

You are joining a platform that helps purpose-driven women strengthen their leadership, increase their visibility and grow their community impact.

You are already creating change. Now let us help you take it further.

YOUR MCK 2026 JOURNEY

01 — PARTICIPANT PROFILE	02 — INTRODUCTION VIDEO
Submit your official photographs and profile information.	Introduce yourself, your initiative and your vision for impact.
03 — IMPACT STORY	04 — BUILD YOUR COMMUNITY
Share your work through a three-minute Impact Story video.	Grow public support and participate in People's Choice.
05 — MENTORSHIP	06 — TAKE THE STAGE
Develop your leadership, communication and partnership skills.	Present with confidence in Corporate, Eco-Creative and Gala Wear.

07 — GALA & IMPACT AWARDS

Celebrate your journey alongside participants, mentors, partners and professionals at the Miss Corporate Kenya 2026 Gala.

KES 300,000+ IN IMPACT GRANTS

Selected winning initiatives will receive support to help take their impact further.

BEYOND THE RUNWAY

Develop the woman. Strengthen the initiative. Grow the impact.



YOUR PARTICIPANT INTRODUCTION

Your photographs and short video will introduce you and your initiative on the Miss Corporate Kenya website and social media platforms.

OFFICIAL PHOTOGRAPHS	SHORT INTRODUCTION VIDEO
Submit two recent photographs: one headshot and one portrait, three-quarter or full-body photo.	Record a 30–45 second vertical video introducing yourself and your initiative.
Photo checklist: • Clear face and good lighting • Clean background • Professional or smart-casual dressing • Original high-quality JPG or PNG • No screenshots, filters, text, frames or graphics	Include: • Your full name • MCK 2026 nominee introduction • Name of your initiative • The issue you are addressing • Your vision for impact • Invitation for other women to join MCK

MCK may crop or lightly enhance photographs for consistency while maintaining your natural appearance.



HOW TO RECORD

Begin with a short clip speaking directly to the camera. Also record several natural clips of yourself working, walking, sitting, interacting or carrying out an activity connected to your initiative.

Film from different angles so the final video feels relaxed and professional.

VOICE-OVER SUPPORT

- The information provided in your completed application form will help the MCK team prepare your guided voice-over content.
Ensure your responses clearly explain who you are, your initiative and the impact you hope to create.
- Record the voice-over separately in a quiet place, speaking slowly and naturally. It will be combined with your video clips during editing.

VIDEO SETTING	PRESENTATION
• Vertical 9:16 format • Full HD: 1080 × 1920 • Clean camera lens • Quiet, well-lit location • Steady phone at eye level	• Do not cut off your forehead • Clear voice and natural delivery • Smart, professional appearance • No wind, loud music or beauty filters • Submit original files without compression

VIDEO SUBMISSION NOTICE

- Submit clean, original footage—not videos downloaded from TikTok, Instagram or other social media platforms.
- CapCut may be used for editing, but export the video in Full HD without watermarks, templates, app endings or heavy effects.
- Do not add logos, usernames, stickers, frames or promotional graphics. The MCK team will apply the official branding during editing.
- Poor-quality, blurred, compressed, incorrectly framed or unclear recordings may be returned for recording again.

SAMPLE INTRODUCTION

*"My name is _____, and I am a nominee for Miss Corporate Kenya 2026.
Through my initiative, _____, I am working to address _____. My vision is to _____
If you are a woman with a purpose and a desire to create meaningful impact, I invite you to join Miss Corporate Kenya 2026."*



YOUR THREE-MINUTE IMPACT STORY

Every finalist will prepare a video of up to three minutes telling the story of her initiative or the CSR work of the organization she represents. The video will be featured on the CESRA YouTube platform and will form part of the Miss Corporate Kenya People's Choice Award.

WHAT TO INCLUDE

YOUR STORY	YOUR IMPACT
Who are you? Introduce yourself and your initiative or organization.	What are you doing? Show the activities, solutions or programmes being implemented.
What problem are you addressing? Explain the need that inspired the work.	Who are you impacting? Identify the people or communities being served.
Why does it matter to you? Share your personal or professional connection to the issue.	What comes next? Explain your vision and the support needed to grow.

SUGGESTED VIDEO FLOW

- 0:00–0:20 — Introduce yourself and your initiative or organization
- 0:20–0:50 — Explain the problem
- 0:50–1:40 — Show what you are already doing
- 1:40–2:10 — Share your results or community impact
- 2:10–2:40 — Explain your vision for growth
- 2:40–3:00 — State the support you are seeking

VIDEO REQUIREMENTS (IMPORTANT)

FORMAT	QUALITY
• Maximum three minutes • Landscape orientation • MP4 or MOV format • Minimum Full HD 1080p	• Clear picture and sound • Good lighting • Steady, well-framed footage • Original, uncompressed file

- Use real photographs, videos, testimonials and activity footage wherever possible. You may combine direct-to-camera speaking, voice-over and supporting clips.
- The MCK team can help you organize your story and prepare guided voice-over content, but the information and evidence must be genuine.
- You do not need an expensive production. We want a clear, authentic and well-presented story of real impact.



Partnerships & Support

Partnerships can help your initiative access knowledge, resources, networks and opportunities for growth. Identify organizations, businesses, professionals or individuals whose interests align with the work you are doing.

SUPPORT YOU MAY SEEK	A GOOD PARTNERSHIP APPROACH
• Mentorship • Professional expertise • Equipment or resources • Networks and introductions • In-kind support • Funding	Clearly explain: • Who you are • What you are doing • Who your initiative serves • What support you are seeking • Why the organization is a suitable partner

SIMPLE PARTNER INTRODUCTION

“My name is _____, and I am a Miss Corporate Kenya 2026 participant. Through my initiative, _____, I am working to _____. I am seeking _____ to help us _____, and I believe your organization could be a suitable partner. I would welcome an opportunity to discuss how we might work together.”

Miss Corporate Kenya provides an official introduction and support letter to accompany your partnership request.

The letter explains the MCK platform, confirms your participation and gives potential partners context about the wider impact programme.

DOWNLOAD THE SUPPORT LETTER

<https://ashleys-events.com/https-ashleys-events-com-miss-corporate-kenya-corporate-support-letter/>

Always include a short personal message explaining why you are approaching that particular organization. Do not send the letter without introducing yourself, your initiative and the support you are seeking.



BUILD YOUR COMMUNITY

Your MCK journey is an opportunity to introduce more people to your initiative or the CSR work of the organisation you represent.

Help your community understand:

- What you are doing
- Why the work matters
- Who you are supporting
- The impact you hope to create

PEOPLE'S CHOICE AWARD

Your three-minute Impact Story will be published on the CESRA YouTube platform and will form part of the Miss Corporate Kenya 2026 People's Choice Award.

SHARE YOUR JOURNEY	INVITE SUPPORT
• Share your official MCK introduction • Share your Impact Story link • Accept MCK collaboration invitations • Tag MCK in relevant posts	• Invite people to watch and engage • Ask your networks to share your story • Encourage genuine comments and support • Follow the voting instructions provided

ENGAGEMENT IS BEING TRACKED

The People's Choice assessment team is already monitoring genuine engagement on official participant content published through MCK and CESRA platforms. Share early and remain actively involved throughout your journey.

ENGAGE RESPONSIBLY

Be professional, truthful and respectful. Artificial, purchased or misleading engagement will not be considered.



TAKING THE STAGE

Finalists will participate in:

CONFIDENCE • CREATIVITY • PRESENCE

CORPORATE WEAR	ECO-CREATIVE	GALA WEAR
Professional style that reflects confidence and the modern corporate woman.	A creative presentation inspired by sustainability and responsible use of materials.	Elegant evening wear demonstrating confidence, poise and stage presence.

Three presentations. One powerful opportunity to show the woman behind the impact.

HOW RECOGNITION WORKS

RECOGNITION AREA	WHAT WILL BE CONSIDERED
Stage Presentation	Confidence, poise, creativity, professional presence and overall presentation across the three stage categories.
Impact & Leadership	Community impact, leadership, sustainability, innovation and the growth potential of the initiative or CSR programme.
People's Choice	Genuine public engagement with official participant content and the three-minute Impact Story.
Overall Miss Corporate Kenya	Leadership, impact, communication, participation and professional presence demonstrated throughout the MCK journey.

MENTORSHIP & PREPARATION

During the MCK journey, participants will receive guidance designed to strengthen both the woman and the initiative behind her.

LEADERSHIP & IMPACT	COMMUNICATION & PRESENTATION
- Leadership development - Impact storytelling - Partnership readiness• - Digital visibility	- Public speaking - Personal presentation - Interview preparation - Stage preparation

Participants are encouraged to attend, participate actively, ask questions and apply what they learn throughout the MCK journey.



AWARDS & RECOGNITION

Miss Corporate Kenya celebrates leadership, social impact, communication, professional presence and the potential to create lasting change.

MAIN TITLES

MISS CORPORATE KENYA 2026	1ST RUNNER-UP
The overall title recognizing leadership, impact, communication, participation and professional presence throughout the MCK journey.	Recognition for an outstanding overall performance across the programme.
2ND RUNNER-UP	OVERALL IMPACT AWARD
Recognition for a strong overall performance across the programme.	Recognizing the strongest initiative or organizational CSR programme based on impact, leadership, sustainability and growth potential.

PEOPLE'S CHOICE AWARD

Recognizing the participant who builds strong and genuine public support around her story and initiative through official MCK and CESRA platforms.

HOW THE MAIN AWARDS ARE ASSESSED

IMPACT & LEADERSHIP	COMMUNICATION & PRESENTATION
• Evidence of impact • Leadership and initiative • Sustainability and innovation • Potential for growth	• Impact storytelling • Communication and confidence • Professional conduct • Stage presentation and programme participation

PARTICIPANT RECOGNITION

All finalists will receive a certificate recognizing their participation in Miss Corporate Kenya 2026.

KES 300,000+ IN IMPACT GRANTS

Over **KES 300,000 in Impact Grants** will be available to support selected winning initiatives.



YOUR RESPONSIBILITIES

As a Miss Corporate Kenya 2026 participant, you are expected to:

PARTICIPATE	REPRESENT
- Attend scheduled activities and mentorship sessions - Submit requested content on time - Communicate promptly if you cannot meet a requirement - Participate positively in programme publicity	- Provide truthful information about your initiative - Conduct yourself professionally - Respect participants, mentors, partners and organizers - Uphold integrity throughout the programme

YOUR FIRST SIX ACTIONS

01 — SUBMIT	02 — FOLLOW	03 — SHARE
Send your official photographs and introduction video.	Follow the official MCK social media pages.	Share your official participant introduction.
04 — CONNECT	05 — PREPARE	06 — REACH OUT
Accept MCK collaboration invitations.	Gather content for your three-minute Impact Story.	Identify partners and use the MCK Support Letter.

WELCOME TO MISS CORPORATE KENYA 2026

- You came to this platform with more than a desire for a title.
- You came with a story, a purpose, an initiative and a community you care about.
- Use this journey to learn, build relationships, strengthen your work and take the stage with confidence.

**SHOWCASE YOUR IMPACT.
TELL YOUR STORY.
STEP INTO LEADERSHIP.**

Organized by Ashley's Events Ltd
In partnership with the Centre for Social Responsibility and Accountability (CESRA)

<https://ashleys-events.com/miss-corporate-kenya/> Telephone – 0720 590 615