

Full Media Kit

IWEC Business Excellence Awards 2026
Executive dossier · Letter size PDF

Inaugural year · Friday, 20 November
2026

Brampton City Hall Conservatory ·
Brampton



Inside this kit: approved boilerplate, fact sheet, story angles, category descriptions, programme overview, key dates and media contact information.

BRIEFING NOTE

What media teams need first.

To editors, producers, partner marketing teams and community media: thank you for your interest in the IWECE Business Excellence Awards 2026. This full media kit has been prepared to help you cover the inaugural programme quickly and accurately. Inside you will find the approved boilerplate, programme fact sheet, key dates, award category descriptions, event schedule, story angles and contact details for editorial coordination. For interviews, imagery, finalist introductions or media accreditation, please contact awards@immigrantwomenentrepreneur.ca.

Programme	IWECE Business Excellence Awards 2026	Judging	Minimum three independent judges per category
Organiser	Immigrant Women Entrepreneurs Canada	Finalists announced	5 November 2026
Format	Six categories plus two signature honours	Awards evening	Friday, 20 November 2026 · 5:30 PM to 9:30 PM
Entry fee	Free to enter	Venue	Brampton City Hall Conservatory, 2 Wellington St W, Brampton, ON L6Y 4R2
Nominations open	10 September 2026	Attendance	150 guests · registered and invited only
Nominations close	10 October 2026 · 11:59 PM ET	Contact	awards@immigrantwomenentrepreneur.ca

Approved short boilerplate

The IWECE Business Excellence Awards 2026 recognise immigrant women entrepreneurs building businesses in Canada. Six independently judged categories and two signature honours culminate in an awards evening on Friday, 20 November 2026 at Brampton City Hall Conservatory, Brampton, Ontario.

EDITORIAL ANGLES

Coverage ideas and governing principles.

Story angles

- **The credibility tax** — What it costs an immigrant woman founder, in real contracts and real dollars, to have a track record that Canadian institutions cannot easily read.
- **Credential recognition, from the business side** — The women who gave up on waiting for qualifications to be recognised and built the firm instead.
- **Who lends to her** — How immigrant women finance the first eighteen months of growth when traditional lending says no.
- **The sectors nobody counts** — Catering, salons, childcare, cleaning and home care—businesses that employ thousands and receive too little business coverage.
- **An inaugural year** — What it takes to build a serious awards programme from community momentum, and why the judging model is designed to be strict and credible.

Principles of the programme

- **Free to enter, always** — No nomination fee, no finalist fee and no fee to accept an award.
- **Sponsorship never touches judging** — Partners receive visibility, not influence over scoring, shortlisting or winners.
- **Published criteria, published weights** — Nominees can see what they are being scored on before they enter.
- **Independent, declared judges** — Judges declare conflicts and recuse where relationships exist.
- **Substance over polish** — The programme values business substance over writing polish or presentation style.
- **Dignity in the telling** — The awards recognise real journeys without asking founders to perform hardship.

CATEGORIES

Categories and honours • 1 of 2

01 BUSINESS ACHIEVEMENT Startup of the Year



An early stage business, roughly under three years old, showing real traction and a clear runway to grow.

02 INDUSTRY & INNOVATION Women in STEM & Technology Award



Founders building in technology, AI, engineering, science, fintech, cybersecurity or health tech.

03 INDUSTRY & INNOVATION Sustainable Business & Social Impact Award



A commercially viable business built around meaningful environmental or social impact, where the impact and the business model are the same thing.

04 INDUSTRY & INNOVATION Hospitality, Food & Tourism Entrepreneur Award



Restaurants, catering, food brands, hotels, travel and tourism businesses, the industries where culture becomes commerce.

CATEGORIES

Categories and honours • 2 of 2

05

INDUSTRY & INNOVATION

**Health, Wellness, Beauty & Aesthetics
Entrepreneur Award**



Healthcare practices, wellness and fitness businesses, salons, skincare brands and medical aesthetics clinics.

06

INDUSTRY & INNOVATION

**Professional Services & Business
Excellence Award**



Consulting, finance, legal, HR, real estate, education, manufacturing and other B2B or professional service firms.

07

SIGNATURE AWARD

Global Roots, Canadian Success Award



The storytelling award: the immigrant journey behind the business built in Canada.

08

FLAGSHIP HONOUR

**IWEC Immigrant Woman Entrepreneur of
the Year 2026**



The evening's top honour, chosen from finalists across all categories as the closing award of the night.

TIMELINE

Awards calendar and judging format.

10 September 2026	Nominations open The form goes live across all six entry categories and the Global Roots award.
10 October 2026 · 11:59 PM ET	Nominations close Entries close and nominees are contacted to confirm participation and outstanding detail.
13 to 17 October	Screening and category placement Eligibility is verified, duplicate nominations are merged and final category placement is confirmed.
20 to 30 October	Public voting The community vote opens on screened nominees and closes on 30 October.
20 October to 3 November	Independent judge scoring Three or more judges per category score every eligible nomination against published weighted criteria.
5 November	Finalists announced Three finalists per category are notified privately, then announced publicly.
6 to 12 November	Finalist confirmation Finalists confirm the material claims in their nomination and may be asked for clarifications.
13 November	Guest registration closes Final numbers, accessibility requests and dietary details are confirmed.
17 November	Winners sealed Category winners and both signature honours are finalised and sealed.
Friday, 20 November 2026	The evening Reception from 5:30 PM, ceremony from 6:30 PM, close at 9:30 PM.
Week after the awards	Winners' assets and coverage Photography, winner badges, a press release template and written features are issued.

Long boilerplate

The IWECE Business Excellence Awards are the flagship recognition programme of Immigrant Women Entrepreneurs Canada, a not for profit community platform with a mission to help 10,000 women build sustainable businesses in Canada. The awards recognise immigrant women founders across six categories, plus the Global Roots signature award and the flagship IWECE Immigrant Woman Entrepreneur of the Year. Every nomination is free to enter and scored independently by a minimum of three judges against published weighted criteria. The inaugural awards evening takes place on Friday, 20 November 2026 at Brampton City Hall Conservatory, Brampton, Ontario, before 150 guests.

THE EVENT NIGHT

Programme flow and media coordination.



5:30 PM	Reception Cheese and wine on arrival, with the media wall open for photograph
6:20 PM	Into the Conservatory Guests move through for the ceremony with reserved seating for final need it.
6:30 PM	Welcome and land acknowledgement Opening remarks from the IWEC founder, followed by the evening's
6:45 PM	First awards Three category awards, each with a short filmed introduction to final
7:25 PM	Keynote A fifteen minute keynote from an immigrant woman founder who has
7:50 PM	Remaining category awards The final three category awards, presented by partner executives an
8:20 PM	Global Roots, Canadian Success The signature storytelling award, with its filmed journey piece.
8:40 PM	Immigrant Woman Entrepreneur of the Year 2026 The flagship honour, announced last.
9:00 PM	Celebration and networking Press interviews, photographs and post-ceremony networking.

Media guidance

- **Media accreditation** — Media places are limited and coordinated by the awards team.
- **Interview requests** — Finalist and winner interviews should be arranged through the awards email.
- **Embargo policy** — Winner information is not released before the ceremony.
- **Photo/video planning** — Photographers and camera crews should confirm equipment and access needs in advance.
- **Primary contact** — awards@immigrantwomenentrepreneur.ca



Media Contact

For interviews, imagery, finalist introductions and accreditation requests:

awards@immigrantwomenentrepreneur.ca

Website: immigrantwomenentrepreneur.ca

This document has been prepared for editorial, partner and community use. Dates, timings and operational details should be checked against the official IWEC Awards website before publication if updates are issued after download.