



THE FIRST WOMEN AWARDS:

it's not an awards programme, it's a movement.

The First Women Awards were created by the CBI and Real Business magazine in 2004 to recognise female pioneers across British business, professional and public life.

The First Women Awards are held in association with Lloyds TSB Corporate Markets and presented at an amazing gala ceremony in June each year at the London Marriott Grosvenor Square.

Over the past five years, First Women Awards have been presented to superstars of global business – Nicole Farhi, Baroness Sarah Hogg, philanthropreneur Ann Gloag. They have also celebrated unsung heroines of British life such as Julie Spence, chief constable of Cambridgeshire Constabulary; Rosalind Murray, the most senior woman in the UK submarine industry; and Perween Warsi, creator of S&A Foods.

The First Women Awards patron is Sarah Brown, entrepreneur and wife of the Prime Minister. At the CBI, the awards are championed by Helen Alexander, the first female president of the “voice of business”.

The First Women Awards make an incredible impact, ensuring that supporters get true, measurable return. In media impact alone (according to independent media analysis), the 2009 awards achieved:

- 148 items of coverage
- 11.3m aggregate circulation for print and broadcast coverage
- 56.7m monthly unique users for online coverage
- £339,200 equivalent advertising value
- £1m editorial impact value

The awards were covered in: the BBC, FT, Independent, Sunday Times, CNBC, CityAm and many others. See sample links below:

- <http://www.bbc.co.uk/programmes/b00l20z1>
- <http://www.cityam.com/the-capitalist/twiver99uh.html>
- <http://www.ft.com/cms/s/0/cb18689e-57b0-11de-8c47-00144feabdc0.html>
- http://business.timesonline.co.uk/tol/business/industry_sectors/consumer_goods/article6493429.ece
- <http://www.cnbc.com/id/15840232?video=1162321670&play=1> <http://www.cnbc.com/id/15840232?video=1162321670&play=1>
- <http://www.independent.co.uk/news/business/news/big-in-japan-a-woman-who-had-no-truck-with-business-bias-1705301.html>

The awards ceremony itself is attended by more than 500 high net-worth senior businesswomen.



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The First Women Awards are presented in the following categories:

- Science & Technology
- Tourism & Leisure
- Finance
- Public Service
- Media
- Retail & Consumer
- Business Services
- Manufacturing
- First Women Business of the Year (supported by Lloyds TSB Corporate Markets)
- PwC Lifetime Achievement Award

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