



Celebrate Your Great!

Certification Nation Day 2022

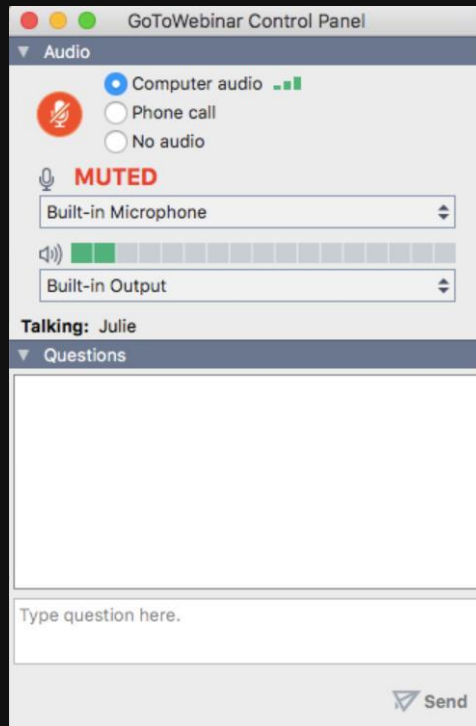
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Before we get started...



- Everyone is on mute
- Ask questions at any time using the "Questions Panel" in the top right hand corner of your screen
- Recording will be provided within 48 hours after the webinar
- We love feedback. Please answer the 4-question survey at the end.

Agenda

- Certification Nation Day
- How to participate
- New benefits & prizes for 2022
- Certification Nation Day toolkit
- How to amplify your employee stories

Certification is the most
respected **employee experience**
award in the world



Certification Nation Day 2022

- Fourth annual celebration
- **Tuesday, May 17**
- All day
- Online only
- Global event

Celebrate Your Great!

Amplify your employee stories



Great Place To Work Certified
AUG 2019-AUG 2020
USA

#GPTWCertified 3rd year in a row!

asurion • Follow


asurion "Coming to work at Asurion was the best career move I've ever made." Discover why we've been named a Great Place to Work® — again! — straight from our employees. Link in bio [1](#) #GPTWCertified #Asurion

2w

Liked by gptw_us and 43 others

SEPTEMBER 22

Reach active job seekers



The image shows an Instagram post from the account 'dbshenkertc'. The main visual is a photograph of a man with dark hair, glasses, and a beard, smiling. In the top right corner of the photo is a red and white 'Great Place To Work Certified' badge for the period 'AUG 2020 - JUL 2021' in 'POLAND'. A dark teal banner at the bottom of the photo contains the text 'Join us as a Junior Network Engineer #HereToMove'. The Instagram interface shows the user's profile, a 'Follow' button, and the post's text which is a job advertisement for a Junior Network Engineer. The post has 61 likes and was posted on December 2, 2020.

dbshenkertc • Follow

dbshenkertc We are looking for a Junior Network Engineer. Do you have experience in the support and management of #Cisco #LAN/ #WLAN Networks and #WAN Optimization, #cloudbased services? Apply and work in a great place!
Copy link to the offer or check the one in our bio:
<https://bit.ly/36mKYhl>
#career #job #itcareer #ITjob #itjobsearch #itjobs #careerit #gptw #gptwcertified #gptwpoland #gptw2020 #gptw2021 #heretomove #dbschenker #dbschenkertcwarsaw #schenkertechologycenter #tscwarsaw #dbschenker

19w

61 likes

DECEMBER 2, 2020

Add a comment... Post

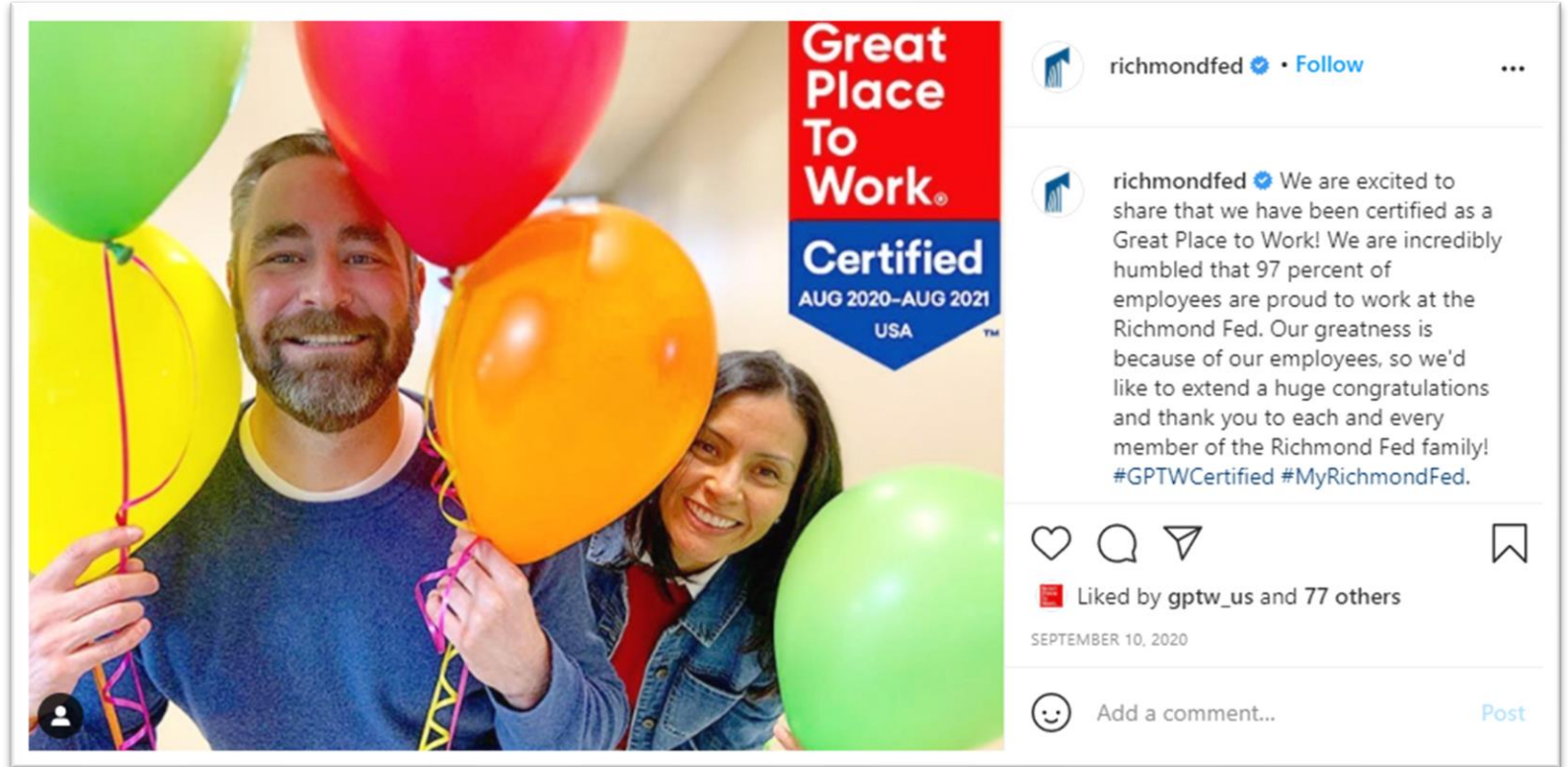
Increase pride, a key driver of retention

Build your career with HR Green
100+ years for a reason



We're proud to be named a **Great Place to Work Certified™** Company!

Celebrate your big win!



How to Participate

Post about Certification on Social Media on May 17



It's easier to participate...

Content Option 1: Use our CND Action Kit to copy, paste, post!

Content Option 2: Customize or create your own

Find the person who owns your social media accounts

You'll need permission and help from them to feature your Certification Nation Day posts on May 17.

Be sure to use #GPTWcertified

#CertificationNationDay

#CelebrateYourGreat

#CertifiedPride

New Benefits & Prizes for 2022

Optional: Free Certification Swag!



New!

- Pennants, koozie, stickers, sticky notes, magnets
- Approximately \$150-200 store credit
- 1 order per company
- Order your swag **by April 22**; received by May 6
- You distribute it to your people
- *While supplies last!*

Optional: Share your employee stories & be featured in our campaign

New!

- Gather employee stories
- Up to 5 videos, 30-seconds or less
- Videos submitted by **April 29** will be considered for use in our Certification Nation Day campaign
- First test, more to come on this front!

Optional: Celebrate!



- Plan the fun (and invite everyone)
- All kinds of workforces can celebrate, no matter where you are or what your structure.
- Post on social or share with us

Optional: Win prizes for participating!

New!

- Post on social media on May 17
- Send us the URL(s) to your CND posts by **Friday, May 24**
- Entered into our sweepstakes to win:
 - 6 \$500 Visa gift cards
 - 10 sets of 2 Summit tickets
- Keep prize or share it, up to you! The person who submits the links will receive the gift.

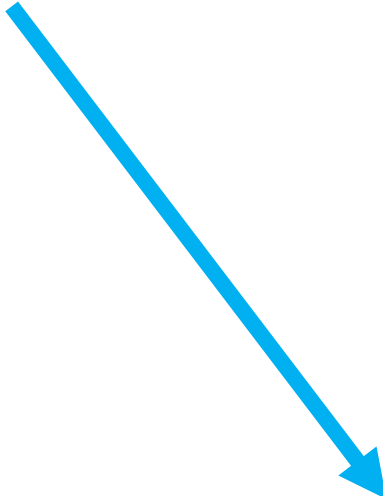
Certification Nation Day Toolkit



Certification Nation Day

May 17, 2022

CND Toolkit



CAMPAIGN IN A BOX

CND Action Kit

Participating is now as easy as download, copy, paste, done! This kit includes everything you need for Certification Nation Day. Download now and get:

- Social media images and copy for every platform
- Party ideas for every kind of workforce
- Customizable press release
- Detailed how-to guide for employee testimonial videos

and more:

CND ACTION KIT



CND Toolkit



Free Certification Swag

We want to help make your celebration the best yet! Get free swag for your people and show your #CertifiedPride. Available while supplies last. Store closes April 22.

[ORDER NOW](#)



Amplify Employee Stories

This guide tells you exactly how to record compelling employee testimonials. Submit your videos by April 29 and we will consider them for our Certification Nation Day campaign.

[SUBMIT VIDEOS](#)



Post and Win Sweepstakes

Post on social media for Certification Nation Day and you're eligible to enter our sweepstakes. Enter by sharing your post URLs by May 27. You could win a \$500 gift card or 2 tickets to our Summit in Orlando!

[MAKE AN ENTRY](#)

Key Dates: Certification Nation Day 2022

Due Dates	Activities
Right now	Find your Social Media owner, discuss posting on May 17
April	Order swag, plan celebration, create videos
April 22	DEADLINE: Order Certification swag (while supplies last)
April 29	DEADLINE: Submit employee videos
May 17	Certification Nation Day! Post on social media & celebrate!
May 27	DEADLINE: Send us URLS to enter the sweepstakes
June 15	Sweepstakes winners contacted

Questions? Need help?

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