

Certification Nation Day



How to celebrate everything that makes your workplace great.

November 1, 2023 #GPTWcertified



Caroline Healy

Customer Marketing Program
Manager



Shado Saeyang

Digital Marketing Program
Manager

Agenda

- Certification Nation Day
- How to participate
- Benefits & prize
- Workshops
- Certification Nation Day toolkit

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



Celebrate everything that makes **your** workplace **great**.

Certification Nation Day 2023



- Fifth annual celebration
- Wednesday, November 1
- All day event
- Global event

Benefits of participating

Boost employee pride, engagement, and retention



At Bankers Healthcare Group,
Certification boosted pride and **increased employee retention to 85%**

Fill your recruitment pipeline with great talent



“

90% of our new hires said that Great Place To Work-
Certification™ was the **key deciding factor** in selecting IDOC.

Nella Gonzalez, Human Resources Manager, IDOC

Elevate your employer brand

What's your employee story?

How to participate

Celebrate your Certification!

“

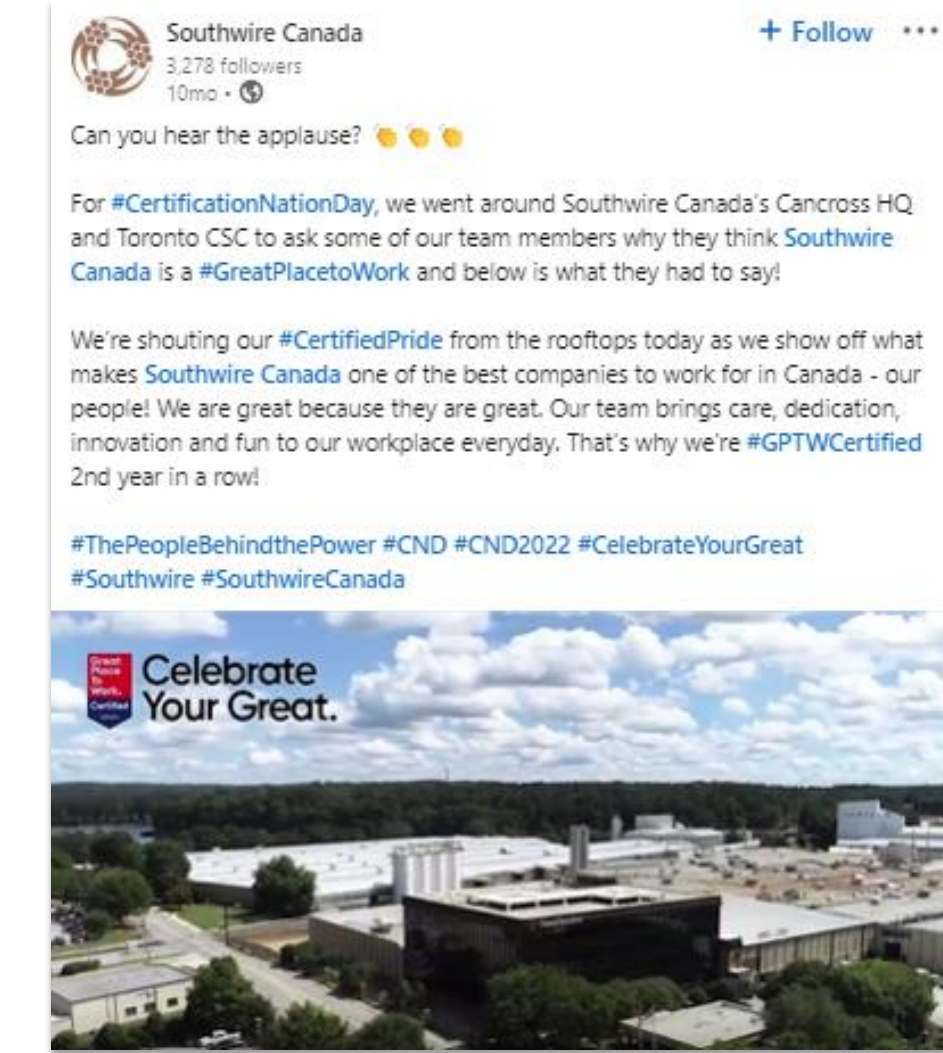
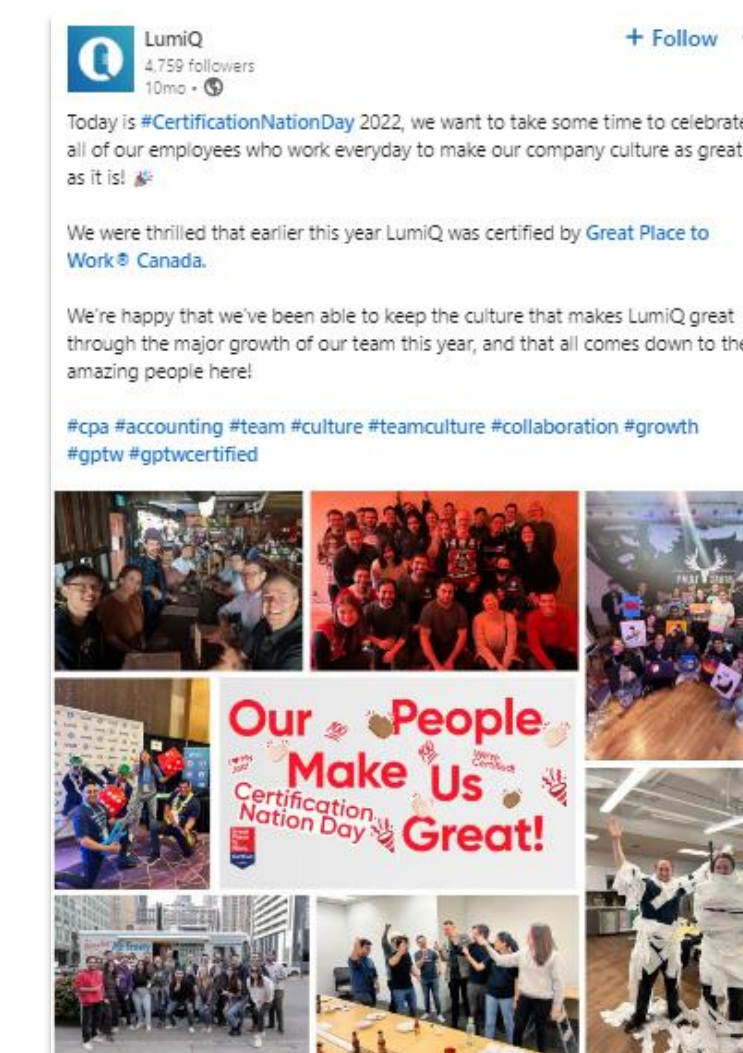
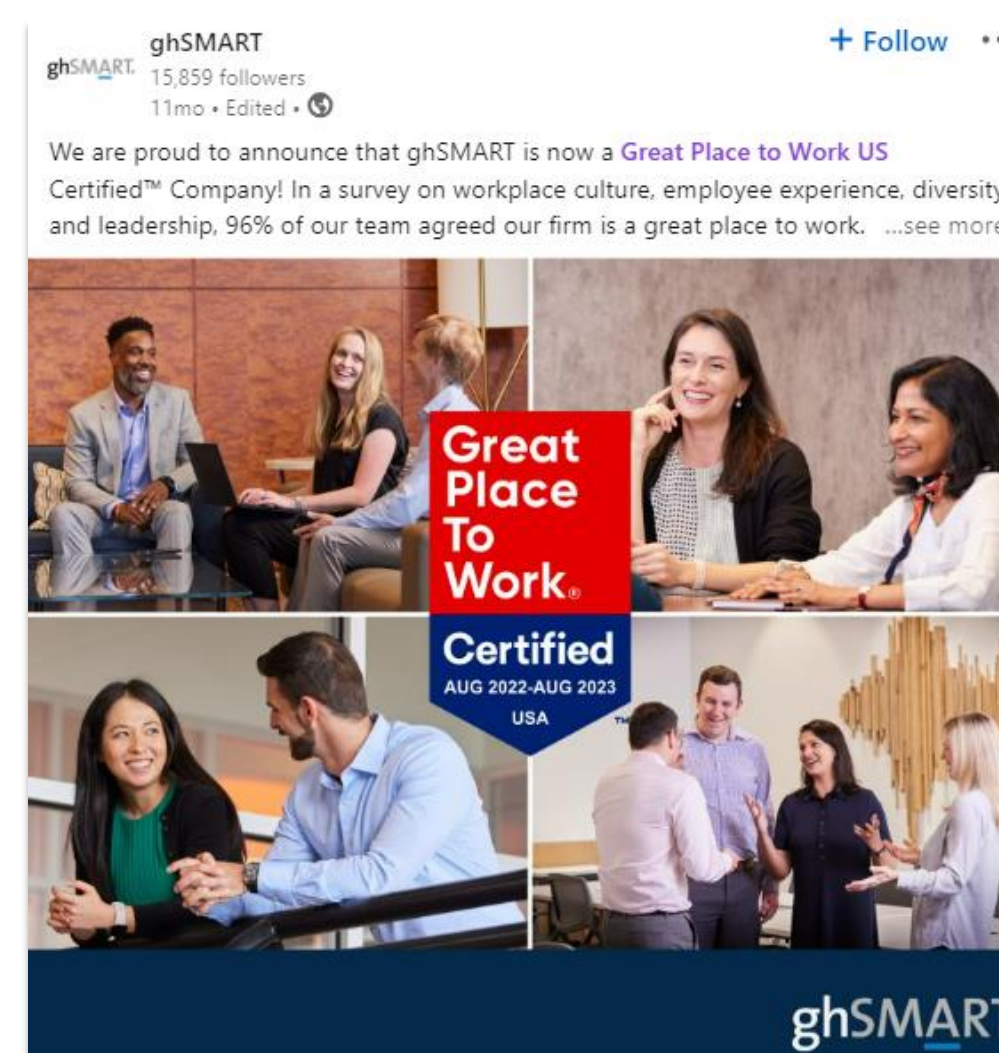
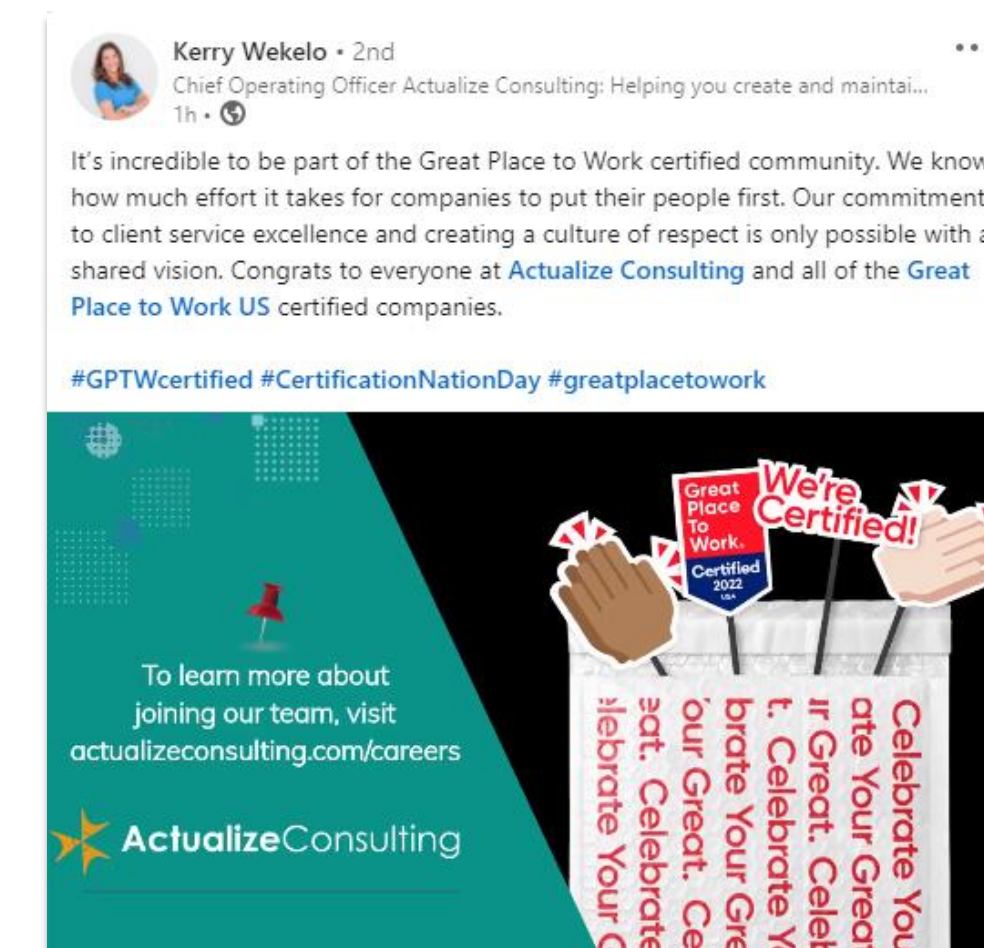
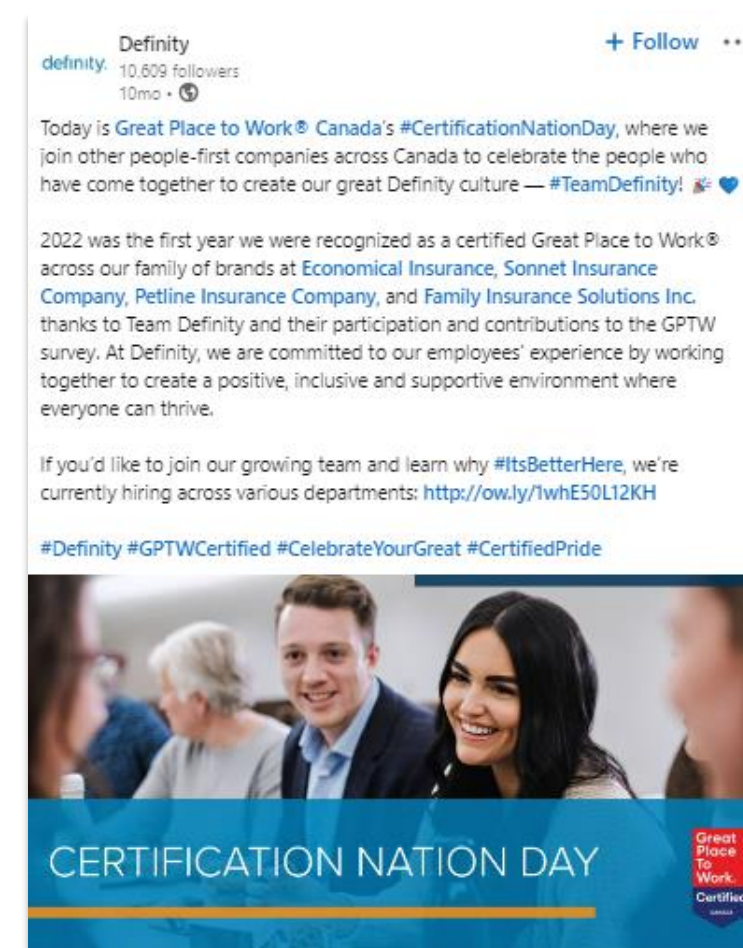
We enjoyed getting the team together to express why our company is such an amazing place to work.

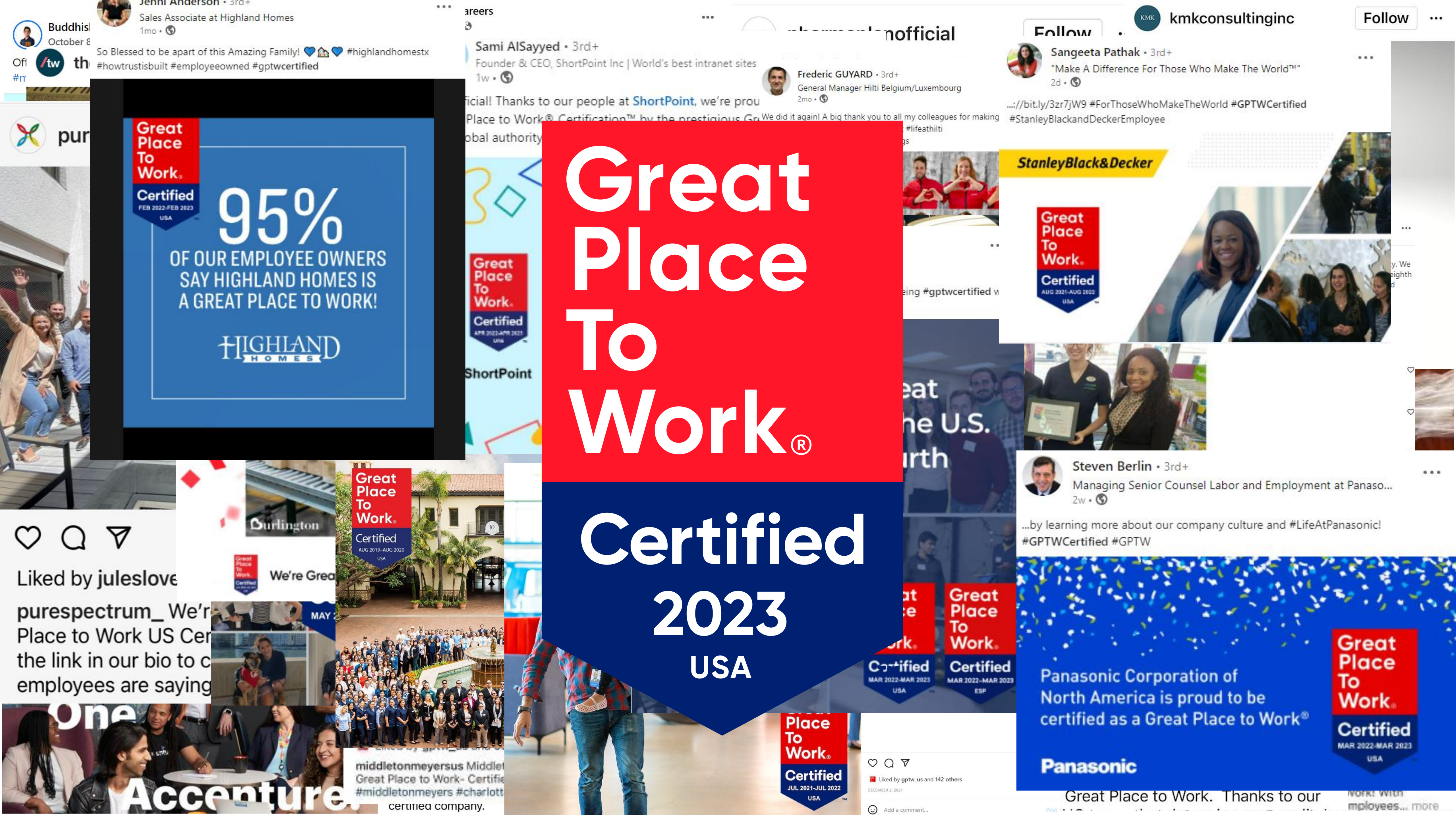
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Loved the opportunity to get together with other certified companies to celebrate our great workplaces.

“

It's incredible to be part of the Great Place To Work community.





Great
Place
To
Work®

Certified
2023
USA

Post on social media

- Post on all social media platforms on **November 1**
- Use hashtags:
 - #GPTWCertified
 - #GreatPlaceToWork
 - #CertificationNationDay
 - #Hiring
- Mention us!
 - Be sure to mention us in your social media posts and tag our company handles

 @greatplacetoworkUS

 @gptw_us

 @greatplacetowork

 @GPTW_US



Request a Celebration Kit

- **Selfie Props:** Capture joyful moments with our exclusive selfie props
 - **Badge Banner:** Show off your Certification pride by displaying your badge banner in your home office or breakroom.
 - **Sticker decals:** Add some color and flair to your workspaces, laptops, or personal items.
 - **Balloons:** Create a festive atmosphere wherever you choose to celebrate.
- Host a party and use the kit**
- Invite everyone
 - All kinds of workforces can celebrate (remote, virtual, in-person)



Congratulations on your Certification™!

Get your celebrations started with a complimentary kit that includes:

- Selfie Props
- Certification Banner
- Balloons
- Stickers & more!

Where Should We Send Your Kit?

We are currently only distributing celebration kits in the United States and Canada.

Order Limit is one (1) kit, per company, per office location in a calendar year*. Please allow up to 10-15 business days for delivery.†

* FIRST NAME	<input type="text"/>	* LAST NAME	<input type="text"/>
* COMPANY NAME	<input type="text"/>	* WORK EMAIL ADDRESS	<input type="text"/>
SHIPPING ADDRESS:		SHIPPING STREET ADDRESS 2: (BUILDING #, APT, ETC.)	
<input type="text"/>		<input type="text"/>	
* SHIPPING CITY:	<input type="text"/>	* SHIPPING STATE / PROVINCE:	<input type="text"/>
* SHIPPING ZIP CODE:	<input type="text"/>	* SHIPPING COUNTRY:	<input type="text"/>

Enter our Sweepstakes

- Enter our sweepstakes to win:
 - Tickets to our 2024 Summit in New Orleans
- Share your CND posts by November 10th
- Submissions must be from the Company's social platform
- The person who submits the posts is eligible to win



Certification Nation Day Toolkit

Certification Nation Day Toolkit


CAMPAIGN IN A BOX


CND Action Kit

This kit includes everything you need for Certification Nation Day. Download now and get access to:

- Social media images, templates and copy for every platform
- Party ideas for every kind of workforce
- Customizable press release
- And more!

CND ACTION KIT





How to celebrate everything that makes your workplace great.

VIDEO


How to Celebrate Your Great

Learn how easy it is to participate in Certification Nation Day. After watching, you'll be ready to:

- Post on social media on November 1

Win free For All™ Summit tickets for participating


WATCH **SLIDES**



Attend a Workshop

Discover the art of storytelling and learn how to leverage the tools within your Action kit to host a celebration regardless of your workforce style.


REGISTER



FREE Celebration Kit

We're excited to offer you a FREE Celebration Kit, full of selfie props, stickers, balloons, and a banner to kick off a party and create some great memories with your team.

REGISTER



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 URL's by November 13. You could win tickets to our For All Summit in New Orleans.

ENTER NOW

Breakroom Posters




We're proud to be
Certified™ by Great
Place To Work®

Today we celebrate everything
that makes us **Great**.

Join us for an all-day celebration November 1, 2023.
Certification Nation Day / CND2023 / #GPTWcertified

Let's Celebrate:
Leadership.
Growth. Purpose.
Culture. Brand.
Pride. Equity.
Innovation.
Diversity. Talent.
Community. **You.**

 Out of everything that makes us **great**, there's no
greater reason to celebrate than you.

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Selfie Props



Evite



We're proud to be **Certified™**
by Great Place To Work®

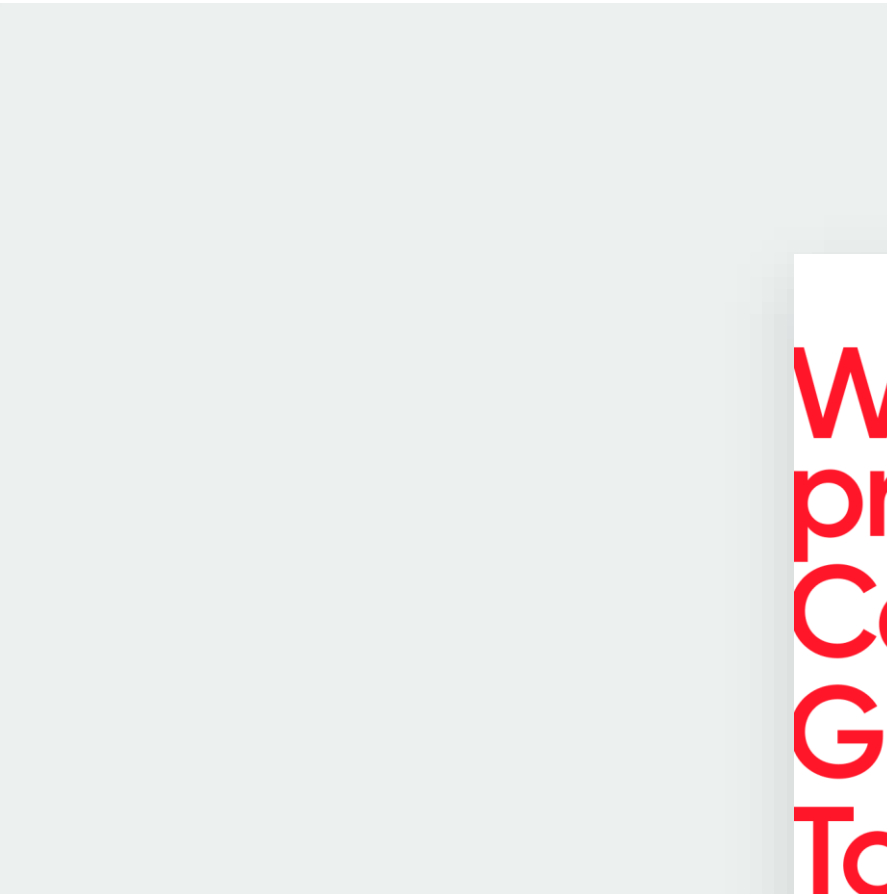
Save the date for an all-day celebration November 1, 2023.
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Let's Celebrate: Purpose.
Culture. Brand. Leadership.
Pride. Talent. Diversity. Equ
Innovation. **You.**

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Social Post



 **Certification Nation Day**
November 1, 2023 #GPTWcertified

**We're
proud to be
Certified by
Great Place
To Work.**

We're proud
to be part of
Certification
Nation.

Email Signature



We're Certified!
See what makes us great.



We're Hiring!
See what makes us a great workplace.



**We're proud to be a
great workplace.**

PowerPoint Presentation Slide

Let's Celebrate: Purpose.
Culture. Brand. Leadership.
Pride. Talent. Diversity. Equ
Innovation. **You.**



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Join a workshop

Already
Registered?

Please click the Join Event
Button to the right. Not
registered? RSVP below!

Join Us!



STORYTELLING FOR CERTIFICATION NATION DAY

October 11th, 2023

12:30 p.m. ET

If you have already RSVP'd please click the "Join Event" button at the top of the page.

RSVP

Get helpful tips & tricks



[BLOG](#)

7 Ways to Celebrate Great Place To Work Certification



[BLOG](#)

21 Ideas To Celebrate and Promote Your Company Culture Award



[BLOG](#)

10 Creative Employee Spotlight Examples

Certification Nation Day
November 1



Questions? Need help?

hello@greatplacetowork.com