



## Promotional Timeline for Winners

When to Begin Promoting Your Award

(External announcement embargoed until June 29, 2017)

To help your company prepare for the official award announcement, we have created the following timeline and tips.

### Promote internally to employees now through June 29, 2017.

- You may announce to employees that your company was selected as a “top company” winner, but let them know it will **NOT** be announced to the public until after the awards reception June 29.
- Involve employees in the planning of a celebration at your office – brainstorm fun ideas on how to engage employees and elevate your award-winning employer brand.
- Purchase a table at the awards breakfast and invite employees to join you at the event (raffle or great opportunity to honor employee of the year/month recipients).
- Purchase promotional products such as award plaques, balloons, banners, decals, lanyards, etc., with “azcentral.com Top Companies” branding. (Call BestCompaniesAZ if you do not have a provider).

### Promote externally to media, clients, and the community after June 29, 2017

- Get your press release ready to go immediately following the awards breakfast. See sample press release.

### Need help promoting your award?

Contact BestCompaniesAZ team to take advantage of our PR and employer branding services.

Denise Gredler at 480-545-5151 [dgredler@bestcompaniesaz.com](mailto:dgredler@bestcompaniesaz.com)

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## Reminder of Critical Deadlines:

### May 8: Space Reservation Deadline for Multi-Media Campaign – “Sneak Peek”

Promote your award-winning company in the official multi-media campaign reaching over 38% of Phoenix area adults who are planning to look for a new job in the next 12 months. Republic Media will put your company in front of active and passive job seekers. With your participation in the “Sneak Peek”, you can begin promoting your award as early as **Monday, June 5th**.

Contact Heather Kivatinos before April 26 for further details. [HKivatinos@RepublicMedia.com](mailto:HKivatinos@RepublicMedia.com) or 602-444-8683.

### June 29: Awards Breakfast (details coming soon)

Plan to attend the azcentral.com Top Companies awards breakfast celebration held at the Fairmont Scottsdale Princess

### June 29: Winners Published in azcentral.com

The official release of “Top Companies” winners will be featured on azcentral.com. This is also the official date you may begin promoting your award externally to media clients and the community.

### July 2: Winners Published in The Arizona Republic

Top Company winners will be published inside a special supplement in The Arizona Republic. List and company profiles will also be featured on [www.BestCompaniesAZ.com](http://www.BestCompaniesAZ.com) website and social media.

**Employee Feedback and Benchmark Reports (if purchased from Best Companies Group) will be available:**

- **Late April:** You will receive the Employee Feedback Report which contains your employees' responses to the 78 survey questions, as well as the employee comments.
- **After June 29:** After the rankings are revealed, you will receive the state benchmarks for the 78 survey questions and employer questionnaire so you can compare your results to the "Top Companies" list-making and non-list-making organizations.