Make the Most of Your Award
Tips from BestCompaniesAZ

It feels good to be recognized with a workplace award, but we know you didn't go through the nomination process just to feel good. Awards are rocket fuel for employer brands, and here's how to use your award to power your reputation as a great company.

1. **Create a PR and advertising plan.**
   BestCompaniesAZ provides you with a press release template. You can also follow up in print or digital media with advertising messages congratulating your employees. Banners for the exterior and interior of your building, T-shirts for employees, and other promotional items can help you get the most mileage out of the good news.

2. **Get ready to party.**
   As soon as possible after the awards announcement is made, plan a special event to celebrate. A company happy hour or offsite event is a great way to celebrate an award. At the event, you can shoot video, tell stories, and thank employees for their part in creating an awesome workplace.

3. **Turn your employees into evangelists.**
   This is the perfect time to get everyone in your company talking about what a great place to work it is. Awards are points of pride for employees, providing validation for their career decisions. Brand evangelists will recommend your company to their friends. When you win an award, you strengthen your brand story.

4. **Tell your story on social media.**
   What a perfect forum to share the stories that led to your company's recognition. You'll reach seriously large numbers of people, and establish your company as a leading employer brand. Use the following **hashtag #TopCompaniesAZ.**

5. **Work with the BEST partner.**
   By promoting your award alongside other top companies, BestCompaniesAZ magnifies the impact of your award. BestCompaniesAZ's audience includes top talent from all over the state who are keenly interested in growing their careers with top companies. As an award-winning company, you have earned the opportunity to join Arizona's most elite employers through partnering with BestCompaniesAZ.

We invite you to partner with BestCompaniesAZ on this journey to the "Top".

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