



Promotional Timeline for Winners When to Begin Promoting Your Award

Important Dates:

- July 11 – The list of alphabetical Top Companies will be digitally showcased on azcapitoltimes.com, www.bestcompaniesaz.com and www.TopCompaniesArizona.com
- Aug. 22 – The virtual event will be held to celebrate the companies and reveal their rankings and spotlight awards.
- Aug. 25 – The special section listing the companies and their rankings will be published in print and digitally.

Promotional Guidelines:

- **Any external announcements regarding your Top Companies award is embargoed until July 11, 2023.**
- You can announce internally to employees that your company was selected as a “top company” winner, but the ranking and spotlight awards will NOT be announced until July 11. Please be sure employees **DO NOT** announce externally in social media.

Promotional 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. Promote your award with a Digital Company Profile on #1 ranked website BestCompaniesAZ.com**
By promoting your award alongside other prestigious employers, BestCompaniesAZ magnifies the impact of your award and provides 3rd party validation. BestCompaniesAZ's audience includes business and career professionals from all over the state/nation who are keenly interested in growing their careers or doing business with the BEST! As an award-winning company, you have earned the opportunity to join Arizona's most elite employers through partnering with BestCompaniesAZ. For information, [contact Denise Gredler at Dgredler@bestcompaniesaz.com](mailto:Dgredler@bestcompaniesaz.com).
- 2. 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](https://twitter.com/TopCompaniesAZ).
- 3. Create a PR and advertising plan.**
BestCompaniesAZ provides you with a sample press release template to promote your award externally to your customers and community. You can also follow up in print or digital media with advertising messages congratulating your employees and thanking them for creating a great culture. [See Coaching Corner](#)
- 4. Showcase your award with banners and promotional products**
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. Promotional products are one of the most highly viewed form of advertising that become daily reminders of why you are one of the BEST. [Contact Denise Gredler at Dgredler@bestcompaniesaz.com](mailto:Dgredler@bestcompaniesaz.com).
- 5. Plan a party with employees.**
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.
- 6. 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.

Questions? Contact Denise Gredler at 480-545-5151 or email dgredler@bestcompaniesaz.com.