

 Save the date

# Certification Nation Day October 16, 2025

Your culture. **Your next move.**

Join us as we celebrate with other companies  
turning certification into action.

#GPTWcertified



# Contents

- Certification Nation Day
- How to participate
- Benefits
- Certification Nation Day Toolkit



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







Certification Nation Day is our annual global celebration of all Great Place To Work® Certified™ companies. This special occasion provides a unique opportunity to proudly showcase your brand to the world. It's a chance to spotlight your incredible culture, the experiences that define your organization, and the people that make it great – your employees.



# Benefits of Participation

Benefits, Resources and Examples



# Boost Employee Pride, Engagement, and Retention

Participating in Certification Nation Day boosts employee pride, engagement and retention. It provides a unique opportunity for businesses to highlight the significant achievement of earning Certification, nurturing a sense of pride that resonates through the entire organization.

By fostering employee pride, companies can significantly enhance and improve their retention rates in the workplace.



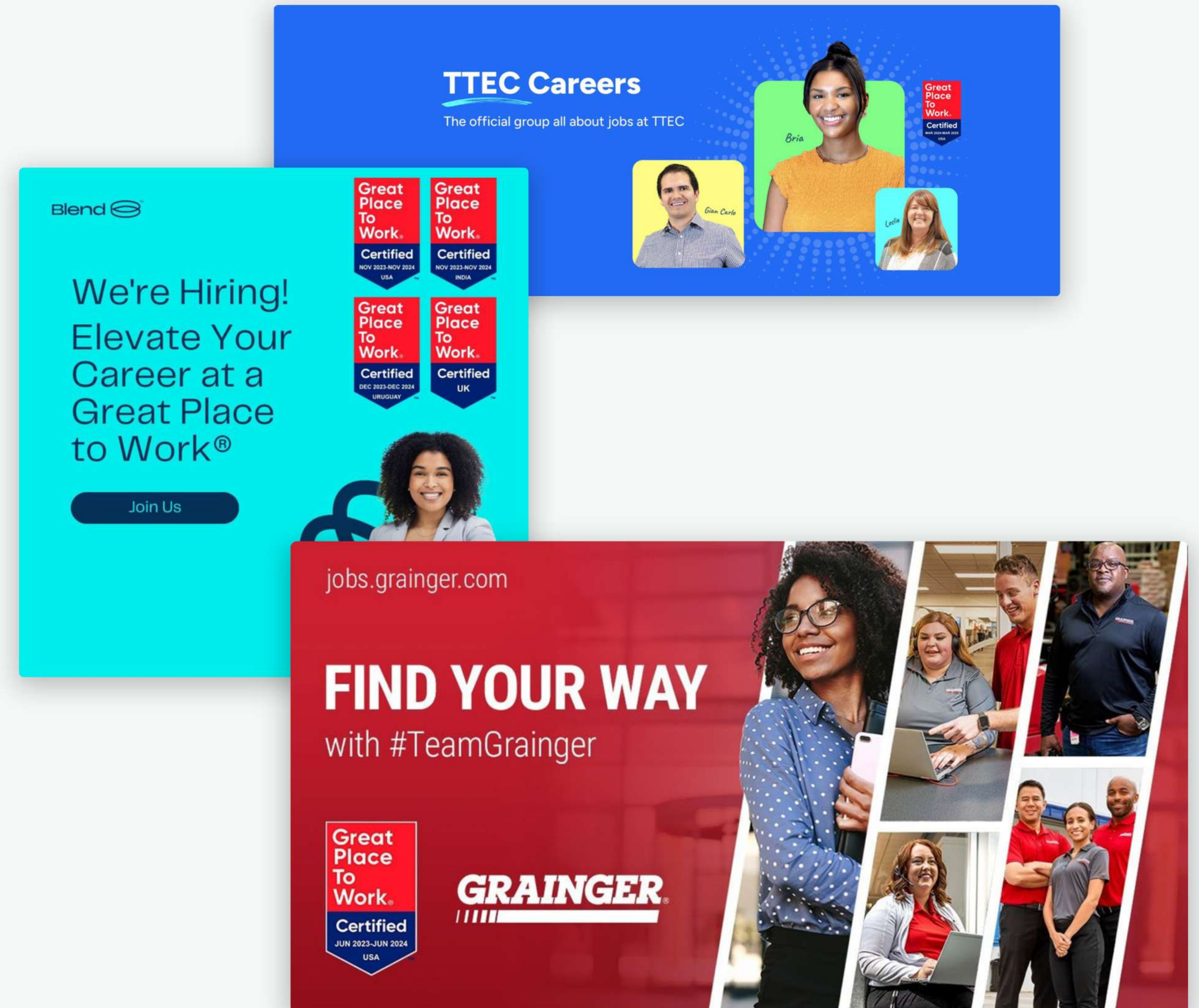


# Fill Your Recruitment Pipeline with Great Talent

For businesses in the process of recruitment; participation in Certification Nation Day offers a distinctive opportunity to distinguish themselves.

By showcasing their Certified status, companies are demonstrating their dedication and commitment to fostering a thriving workplace culture.

By leveraging this events' momentum, you can secure a competitive edge in both attracting and retaining top talent.





# Elevate your Employer Brand

Participating in Certification Nation Day provides you with the opportunity to really amplify your employee stories. When companies share their unique culture through employee stories, they create an enticing employer brand.

[View Testimonial Video](#) ▶

#CertificationNationDay #GPTWcertified



"The thing I think is unique to Chime is the way that it **cares for its employees**. It really does **invite authentic conversation** and dialogue around everything, whether it's the decisions being made about the return to work, how our products are affecting our members, where we're succeeding, and where we're failing. We don't shy away from it. **We face things head-on** in a way that I'm not sure all of tech has really figured out how to do yet."

**Erin Opperman**  
Creative Director  
**Chime**

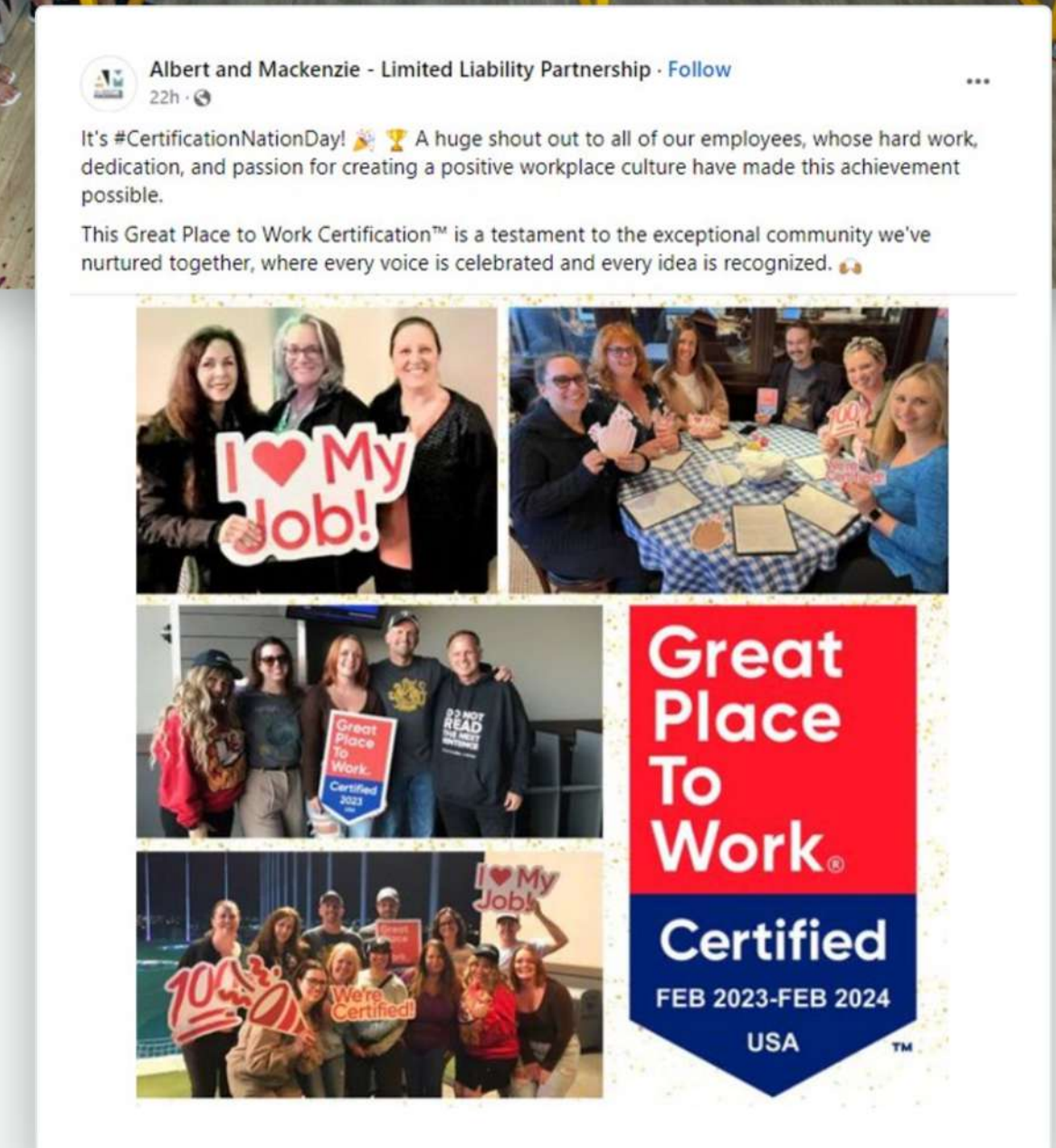
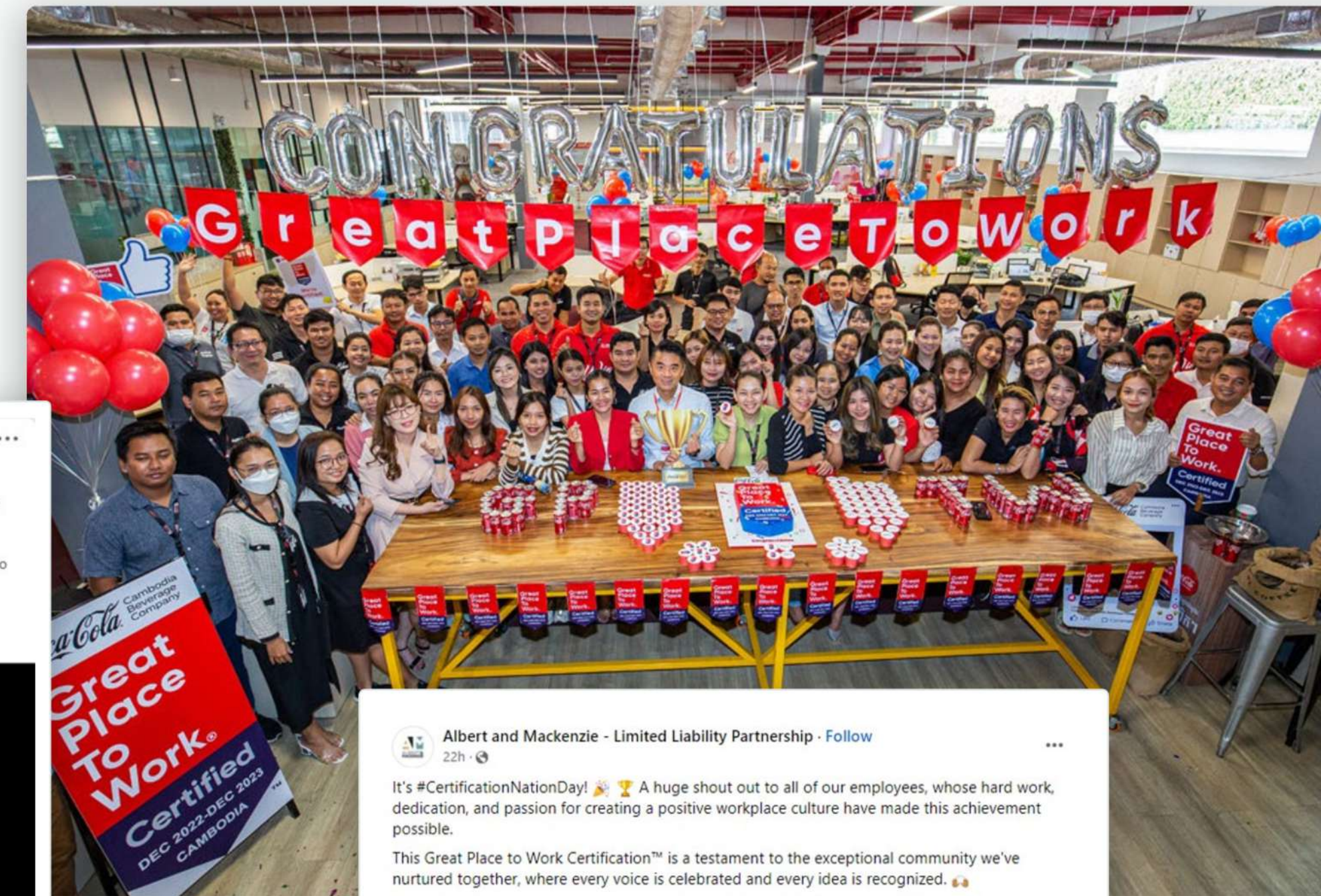
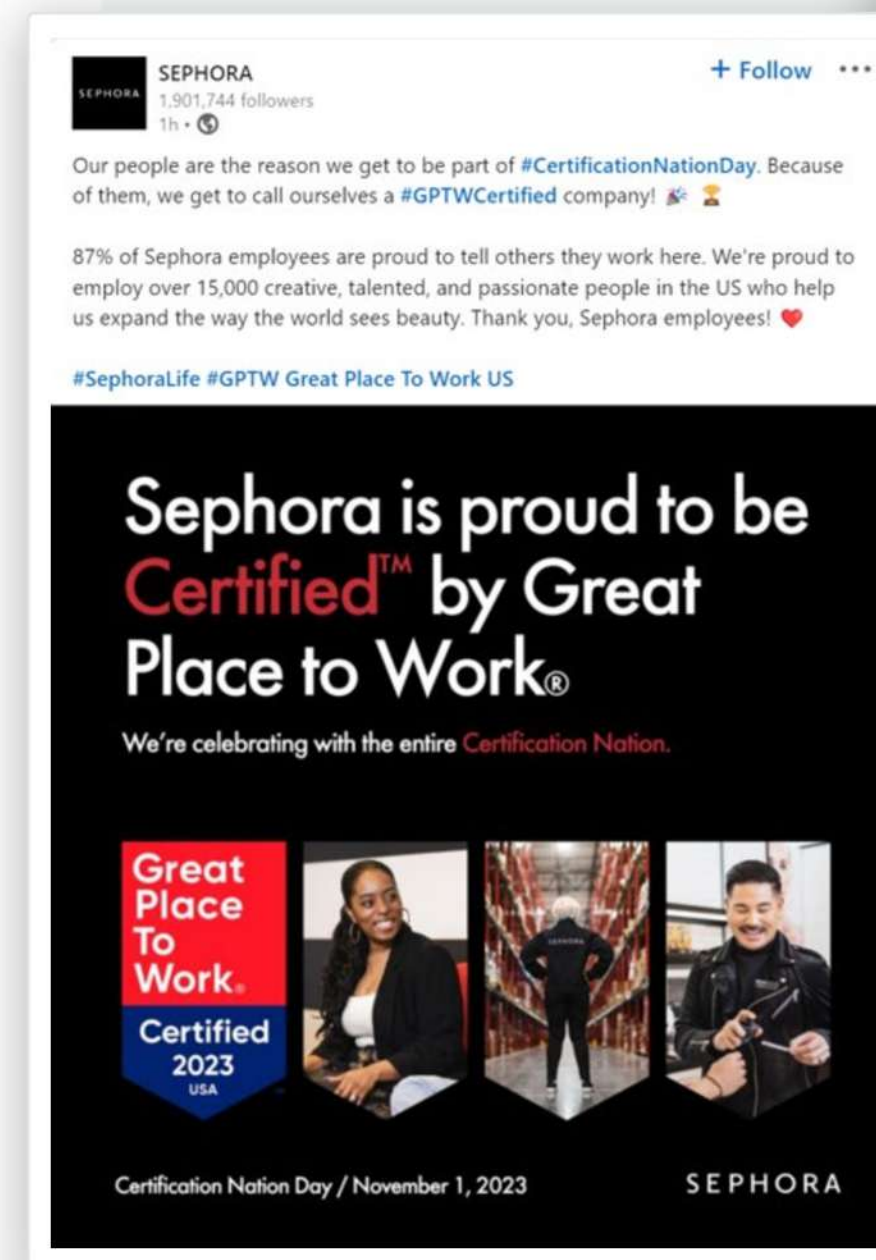


# Host, Post and Tag to Participate

- Host an in-person or virtual celebration for your employees
  - Post on your favorite social media platforms on Certification Nation Day
  - Use hashtags on your posts
- #GPTWcertified

#CertificationNationDay

#GreatPlaceToWork
- Mention us! Be sure to mention Great Place To Work in your social media posts and tag your company handles.











# Certification Nation Day Toolkit

Action Kit





# Ready-Made Promotions

## Jumpstart your Participation

Download a package of ready-made assets to communicate to your employees and to promote on Certification Nation Day.

Post them as-is, customize them, or use them as inspiration. Either way the action kit is a great way to jumpstart your participation.



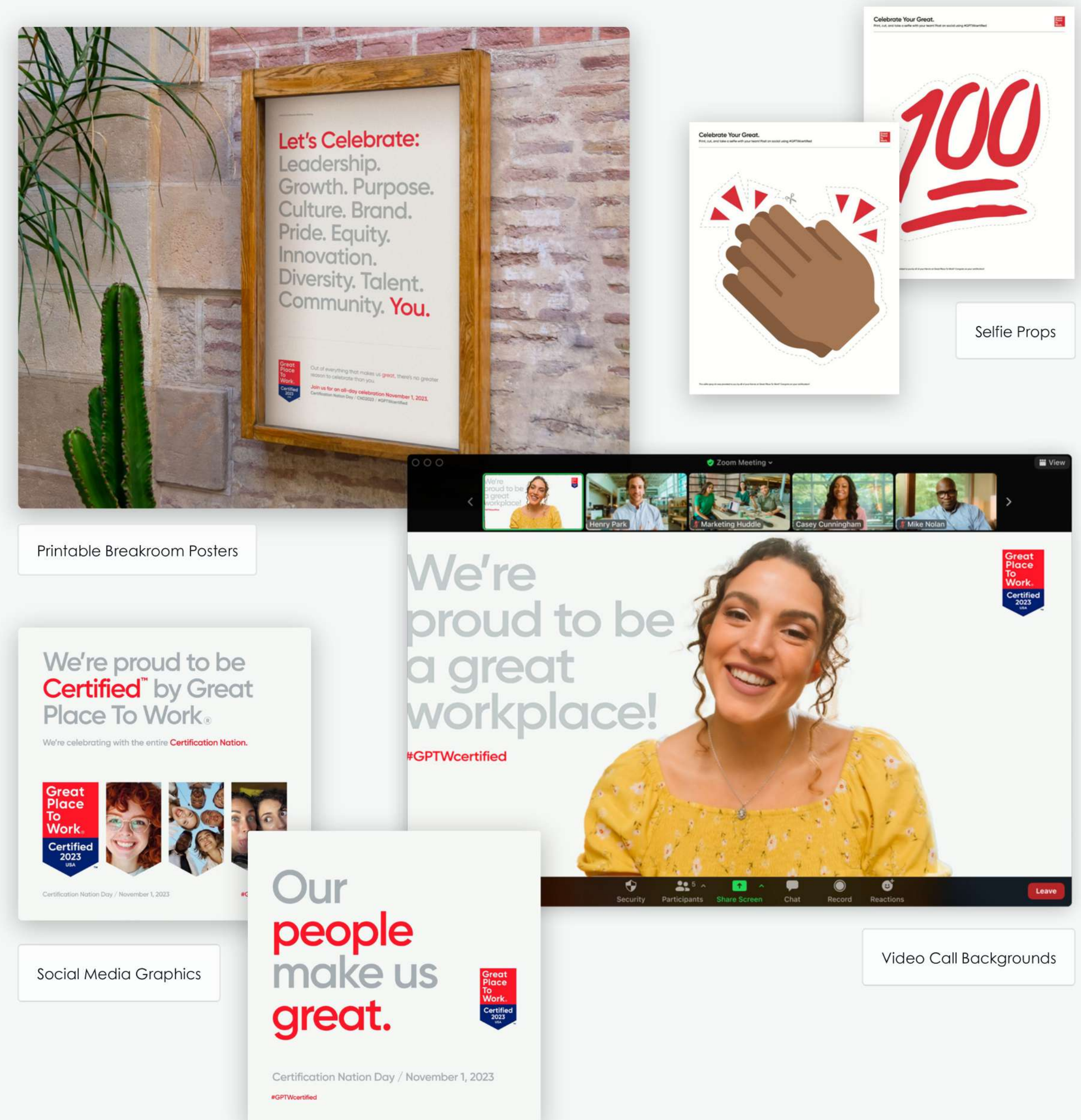


# Ready-Made Promotions

## What's Included

Assets provided will vary year-to-year, but you can expect to find things in your action kit like:

- Evite Images
- Email Signature Banners
- Save-the-date Presentation slide
- Video Call Backgrounds
- Printable Breakroom Posters & Selfie Props
- Ready-made Social Posts
- Copy & Paste Social Media Messaging







## Let's Celebrate!

1. Certification Nation Day is on **October 16th**.
2. Download the [assets from](#) the Certification Nation Day Toolkit
3. Edit your **Canva templates** with your images and badge
4. Share your posts on social media
5. Celebrate your Certification with your team!





# Questions? Need Help?

Click here to Contact Us.

