**Press Release and Social Guidelines**

Many organizations want to announce winning a medal in the Brandon Hall Group™ HCM Excellence Awards® in Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Human Resources, Sales Performance, Diversity, Equity & Inclusion, and Future of Work. If you intend to do so, please follow these guidelines to ensure all information about the Awards Program is accurate and precise.

1. Avoid generalizations in describing your award. Please do not say that your entry was rated “best,” “top,” or “number one.”
2. State the specific Award level that you won. Please say you won a “Gold,” “Silver,” or “Bronze” Award rather than merely phrasing you won a Brandon Hall Group™ Excellence Award®.
3. Do not use the general Awards logo or the Brandon Hall Group™ logo. Include the logo you received specifically for your program and level, such as the awards medal (Gold, Silver, or Bronze) logo.
4. Please refer to us as Brandon Hall Group, not “Brandon Hall.”
5. Please use the press release template (below) to assist you in creating your release.
6. When you post your PR announcement, please send a link and copy to awards@brandonhall.com, and Brandon Hall Group™ will repost it to its news blog.
7. When posting on social media, tag us and use #BHGAwards. We will be happy to like and comment.
	1. LinkedIn, Facebook, Instagram @brandonhallgroup
	2. Twitter @BrandonHallGrp

**Press Release Template**

The 2024 Brandon Hall Group™ HCM Excellence Awards® recognizes best practices for initiatives in Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Human Resources, Sales Performance, Diversity, Equity & Inclusion, and the Future of Work.

[YOUR COMPANY] Wins [Gold/Silver/Bronze]

[YOUR COMPANY], a leader in innovative [fill in], won a coveted Brandon Hall Group™ [Gold/Silver/Bronze] award for excellence in the [YOUR CATEGORY] category.

[YOUR COMPANY] ‘s won (including program, awards level, and entry title) on August 22, 2024. You can view the complete list of winners here: <https://excellenceawards.brandonhall.com/winners/>.

[INFORMATION TO USE DESCRIBE YOUR ENTRY]

[QUOTE FROM YOUR COMPANY EXECUTIVE]

“Excellence Award recipients have consistently demonstrated their commitment to employee growth and well-being through innovative human capital strategies. These organizations have implemented HCM programs that drive outstanding business results and create a positive and empowering work environment. Our rigorous evaluation process has confirmed these programs as industry-leading in their effectiveness and impact on employee satisfaction,” said Brandon Hall Group Chief Operating Officer Rachel Cooke™, HCM Excellence Awards® program leader.

Entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts, and executives based on these criteria:

* Alignment to their business need and environment.
* Program design, functionality and delivery.
* Adoption, integration, user experience, innovation and creativity.
* Overall effectiveness, impact, and measurable benefits.

Excellence Award winners will continue to be honored at Brandon Hall Group’s HCM Excellence Conference, January 28-30, 2025, at the Hilton West Palm Beach, Florida. Select winners will also serve as presenters in breakout sessions, sharing their leading practices during the conference.

“Our award recipients demonstrate an unwavering commitment to excellence in human capital management,” said Brandon Hall Group™ Chief Executive Officer Mike Cooke. “This year, we’ve witnessed some of the most groundbreaking applications of HCM strategies in our organization’s history. Many of these innovations leverage cutting-edge technologies and foster unprecedented levels of cross-functional collaboration, resulting in remarkable improvements in operational efficiency and employee engagement.”

**About [YOUR COMPANY]**

[Copy you want to add about your company.]

**About Brandon Hall Group™**

Brandon Hall Group™ is the only professional development company that offers data, research, insights and certification to Learning and Talent executives and organizations. The best minds in Human Capital Management (HCM) choose Brandon Hall Group™ to help them create future-proof employee development plans for the new era.

For over 30 years, we have empowered, recognized and certified excellence in organizations worldwide, influencing the development of over 10 million employees and executives. Our HCM Excellence Awards® program was the first to recognize organizations for learning and talent and is the gold standard, known as the “Academy Awards of Human Capital Management.”

The awards recognize the best organizations that have successfully developed and deployed programs, strategies, modalities, processes, systems and tools that have achieved measurable results. We are honored to receive applications from organizations worldwide ranging from small, medium, large and global enterprises to government, not-for-profits and associations.

**About** [If jointly submitted with Solution Provider. Insert Solution Provider Company Name and overview below]