

Press Release Guidelines

Many organizations want to issue a **press release** about winning a medal in the Brandon Hall Group Excellence in **Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Workforce Management and HR, Sales Performance and Corporate Initiatives Awards**. If you intend to issue a press release, please follow these guidelines to ensure all information about the Awards Program is as accurate as possible.

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 saying you won a Brandon Hall Group Excellence Award.
3. **Do not use the general Awards logo or the Brandon Hall Group logo.** If you want to include a logo in your press release, please use the specific Awards medal (Gold, Silver or Bronze) logo.
4. Please use the **press release template (below)** to assist you in creating your release.
5. Please refer to us as **Brandon Hall Group**, not merely "Brandon Hall."
6. When you post your PR announcement, also send a link and copy to awards@brandonhall.com, so it can be reposted to Brandon Hall Group's news blog.

Press Release Template

The 2019 Brandon Hall Group HCM Excellence in Awards for Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Workforce Management and HR, Sales Performance and Corporate Initiatives.

[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 win was announced on (date). The winners are listed at <http://www.brandonhall.com/excellenceawards/past-winners.php>

[INFORMATION TO USE DESCRIBE YOUR ENTRY]
[QUOTE FROM YOUR COMPANY EXECUTIVE]

“Brandon Hall Group Excellence Awards Program has recognized leading organizations for the past twenty-plus years for the latest trends in Human Capital Management,” said Rachel Cooke, Brandon Hall Group COO and leader of the HCM Excellence Awards Program. “The initiatives that were honored are not only innovative but fit the unique needs of the business and create truly remarkable success stories.”

Award entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon the following criteria: fit the need, design of the program, functionality, innovation and overall measurable benefits.

Excellence Awards winners will be honored at Brandon Hall Group’s [HCM Excellence Conference](#), February 4-6, 2020, at the Hilton West Palm Beach, Florida. Select winners also will serve as presenters in breakout sessions, sharing their leading practices during the conference.

“The HCM Excellence Awards recognize programs that measurably benefit organizations,” said Mike Cooke, Brandon Hall Group CEO. “Many human capital management departments are unable to confirm that their initiatives help the business’s bottom line. Because we focus on measurable benefits, our awards program is universally recognized and highly prestigious.”

About [YOUR COMPANY]

[Copy you want to add about your company.]

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and HR/Workforce Management.

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives

performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Our mission: Empower excellence in organizations around the world through our research and tools each and every day.

At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient. (www.brandonhall.com)

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

Guidelines for Your Website

1. Apply the same guidelines for press releases (above) to information posted on your website(s).
2. Please include a link to the Brandon Hall Group awards page: <http://www.brandonhall.com/excellenceawards/>.

Guidelines for the Use of Your Medal Logo

1. The same medal logo may be used for print and web.
2. There is no cost associated with using the medal logo.

Thank you for participating in the **2019 Brandon Hall Group Excellence Awards** and congratulations on your award-winning entry!

If you have any questions, please contact Rachel Cooke or Nicole Taylor at awards@brandonhall.com.