

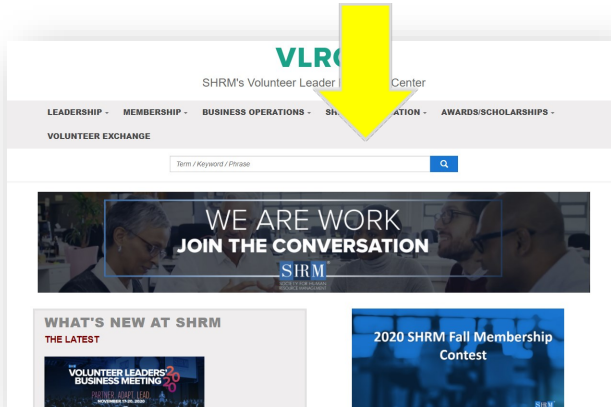


SHRM Chapter Certification Marketing Resources

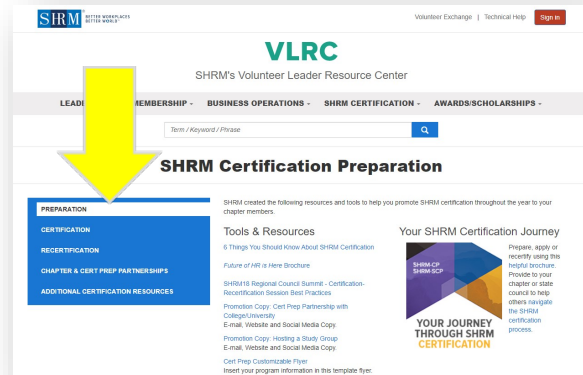
SHRM created resources to help you promote certification and the SHRM Learning System to your members. Visit SHRM Certification at shrm.org/vlrc to start using these resources today!

Where to find SHRM Certification Marketing Tools

Go to shrm.org/vlrc → select SHRM Certification



Use the menu to find tools and resources for Preparation, Certification, Recertification, and more



	Key Dates	Marketing Tactics	Tools
Q1	<p>Jan 4: Spring Applications Accepted</p> <p>Feb 15: Winter Exam Window Closes</p> <p>Mar 19: Early Bird Application Deadline</p>	<ul style="list-style-type: none"> •Host Info Session •Newsletter Mention •Course Intro Email •Social Media Posts •Early Bird Exam Email 	<ul style="list-style-type: none"> •Info Session Flyer * •Newsletter Article * •Email: Course Intro •Social Media * •Email: Early Bird Exam
Q2	<p>Apr 9: Regular Application Deadline</p> <p>May 1: Spring Window Opens</p> <p>May 13: Winter Applications accepted</p>	<ul style="list-style-type: none"> •Regular Exam Email •Social Media Posts •Review/Update Website •Gather Testimonials 	<ul style="list-style-type: none"> •Email: Regular Exam •Social Media * •Website: Tile ads/Video/Copy •Testimonial: Questions or Link to My SHRM Story
Q3	<p>July 15: Spring Testing Window Closes</p>	<ul style="list-style-type: none"> •Host Info Session •Newsletter Mention •Course Intro Email •Social Media Posts 	<ul style="list-style-type: none"> •Info Session Flyer * •Newsletter Article * •Email: Course Intro •Social Media *
Q4	<p>Oct 15: Early Bird Application Deadline</p> <p>Nov 9: Regular Application Deadline</p> <p>Dec 1: Winter Exam Window Opens</p>	<ul style="list-style-type: none"> •Early Bird Exam Email •Social Media Posts •Regular Exam Email •Course Intro Email •Review/Update Website 	<ul style="list-style-type: none"> •Email: Early Bird Exam •Social Media * •Email: Regular Exam •Email: Course Intro •Website: Tile ads/Video/Copy

*Use "Promotion Copy" for Cert Prep Partnership or Hosting a Study Group for these tactics.