



IBHRE DAY  
FEBRUARY 11<sup>TH</sup>

## IBHRE Certification Recognition Strategies

**Theme:** Celebrating Certification Excellence

**Employers and Certified Professionals:** [Download the IBHRE Day Call to Action Flier](#)

**Employers:** Acknowledge IBHRE certified professionals on your team and give public recognition to employees, colleagues, and peers.

- Issue a press release to local news outlets (radio, television, newspapers) ([See sample Press Release](#)).
- Provide a summary of quality outcomes linked to IBHRE certified professionals.
- Create a certification honor roll or wall of fame and post it in your facility and other public venues.
- Post a special announcement on your organization's social media platforms recognizing certified professionals on your team.
- Place ads in newspapers, newsletters, and websites.
- Send a letter of appreciation or brief note to each certified professional in your facility or department ([See sample Recognition Letter](#)).
- Encourage IBHRE certified professionals to lead a campaign to recruit staff members to become IBHRE certified.
- Sponsor a reception, breakfast, luncheon, or even a refreshment break for IBHRE certified professionals only or for the entire staff in honor of IBHRE Day.
- Offer gifts, gift certificates, or special bonuses to IBHRE certified professionals.
- Purchase IBHRE certification lapel pins and/or apparel for those certified ([Shop IBHRE branded items here](#)).

**IBHRE Certified Professionals:** Educate your colleagues and the general public on the value of IBHRE credentials, and highlight your unique competency, skillsets, and knowledge.

- Wear your IBHRE certification lapel pin or other IBHRE certification paraphernalia.
- Contact a local university/college to give a presentation.
- Coordinate a group of IBHRE certified professionals to offer volunteer services for a day.
- Consult with IBHRE to learn more about engaging IBHRE Mentors at your organization.
- Contact IBHRE and request brochures to distribute.
- Make a goal to tell at least 5-10 people about IBHRE Day – champion heart rhythm certification!
- Bring in refreshments to share with your colleagues and post signage recognizing IBHRE Day.
- Make a poster with the names of IBHRE certified colleagues and display it.