

# Congratulations!

Your local tech community and peers have spoken. Out of hundreds of finalists and tens of thousands of votes, your workplace has been chosen as a **Best Tech Startup Winner** for your innovation, growth, and potential in 2022. This is truly an outstanding accomplishment achieved by only the top 2% of all applicants.

A Timmy Award win indicates that your startup – and its employees – have successfully identified what it takes to succeed in an ever-changing industry. As a Regional Winner, you'll advance to the next round of the program and compete for recognition as the Best Tech Startup in North America.

In this kit, you'll find everything you need to promote and publicize your victory - from PR tips to sample social media posts, virtual acceptance speech guidelines, logos, badges, and more - it's time to let the world know why you've been crowned the best in tech. Congratulations again from all of us at Tech in Motion!



**TIMMY AWARDS  
BY TECH IN MOTION**



**CARA SWEENEY**

Director, Tech in Motion

MOTION RECRUITMENT PARTNERS

## Here's What To Do Now

**Share the exciting news with your networks.** Being selected as a Timmy Winner presents an exciting opportunity to create buzz in the media, in your industry, and among potential tech hires. Leverage the tips on page 2 of this guide to make sure everyone knows that you've joined a truly elite group - the best in tech.

**Submit a short, engaging 'acceptance' video.** Let the world know why your company is a great place to work by submitting a short and fun acceptance video, addressing one (or more) of our suggested prompts. Should you win the North American Timmy Award in your category, your video will be played as your acceptance speech during our virtual awards ceremony on 11/10. You can find more details on creating (and uploading) your pre-recorded video on page 3.

**Participate in the 2022 Virtual Timmy Awards.** All regional nominees, finalists, and winners are encouraged to join us virtually on Thursday, November 10th for a celebration like no other. We'll hear a few words of wisdom from this year's host and expert judges, announce the 2022 North American Timmy Award Winners in each category, and more. See the full list of 2022 winners and register your team for this year's ceremony at [techninmotion.com/timmy-awards](https://techninmotion.com/timmy-awards).

SEE NEXT PAGE FOR MORE



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## Share The Good News!



### Write & Distribute a Press Release

Make it public! Utilize the template provided or create your own press release to get the word out to the press and beyond. Just fill in the highlighted terms with your information, and you're ready to send to any media or press release distribution sites. To include key facts about the Timmy Awards, check out page 4. And, if you're reaching out to local journalists, don't be afraid to pitch what unique qualities led to your company becoming an award winner. They want to know your story. For more tips on how to go about getting media coverage, contact your local Tech in Motion Organizer.



### Publish Content for Your Company Blog

Speaking of telling a story, why don't you share yours? Write a blog about what makes you, you. What lessons did you learn on the come up? What makes your workplace stand out from the rest? What can others do to build a reputation and culture so strong they have an award to show for it? Get the conversation started!



### Launch a Social Media Campaign

Encourage coworkers, fans, partners, friends, family, and the general public to join in your excitement on social media. How did your company beat out the competition to win a 2022 Timmy Award? What's so great about your team or workplace? Share the posts provided on platforms like Twitter, Facebook, Instagram, and LinkedIn to let your networks know!



### Put a Timmy Awards Badge on Your Site

Use the badge provided to promote your company's employment brand, whether on your website, in your email signature, your marketing materials, online review sites, or beyond. Get creative - it's a great add on to social media posts as well!



### Spice Up Your Email Signature

Add the Timmy Awards badge & blurb provided to your email signature and encourage employees to as well. You'll see the engagement start to rack up with this regular reminder on every email.



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[technotion.com/timmy-awards](https://technotion.com/timmy-awards)



CONTACT  
[timmyawards@technotionevents.com](mailto:timmyawards@technotionevents.com)



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## Record Your Virtual 'Speech'

All 2022 Timmy Winners have the opportunity to record and share personalized celebration videos leading up to and during our Awards Ceremony on November 10th. Beyond sharing what makes your company an award-winning place to work, there are a few things you should keep in mind when recording your video submissions. Below you'll find a few guidelines, plus our best tips & tricks, for delivering a memorable acceptance speech, virtually.

### What We're Looking For

1. Introduce yourself, the organization you are accepting on behalf of, and the award you are accepting
2. Tell us why you won a 2022 Timmy Award in your city. What makes your workplace so great? Share your secret sauce, words of wisdom, or lessons learned by answering one (or more) of the prompts below.
3. Get your tech team(s) involved. Your Timmy Award win allows you to recognize valued employees for their accomplishments. There's no better way to show them that you think their work is awesome than to share it in a video!
4. Have fun and get creative! Unexpected speeches can be the most memorable. From swag & props to punny costumes, nothing is off limits! View examples from last year's ceremony at [techninmotion.com/timmy-awards/winners-2021](https://techninmotion.com/timmy-awards/winners-2021)

### Video Requirements

- ORIENTATION: Record your video in landscape mode.
- FILE SIZE & FORMAT: Keep videos under 25 MB. The file format should be MP4, MOV, or WMV.
- LENGTH: Videos should be under 1 minute.
- WAIT: Leave a few seconds at the start and end of your video for clean editing.
- UPLOAD: Once finalized, upload your virtual acceptance speech to our dropbox here.

### Video Prompts

- What makes your startup innovative, disruptive, and competitive in the market?
- What makes your company culture standout? What culture "codes" are important to you?
- What advice would you give future and budding entrepreneurs?
- To what do you attribute your success?

**All videos can be uploaded securely to our Dropbox by Wednesday, October 26th here.**

For questions on the process and/or what to include in your video, please contact us at [timmyawards@techninmotionevents.com](mailto:timmyawards@techninmotionevents.com).



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# More on Tech in Motion Events

Tech in Motion is an international tech community that brings local tech professionals together to connect, learn, and innovate. What started as a passion project for IT staffing and recruiting firm Motion Recruitment in 2011, grew into an organization of over 300,000 members across 14 chapters in North America including Atlanta, Boston, Charlotte, Chicago, Dallas, LA, New York, Orange County, Philadelphia, Phoenix, San Francisco, Silicon Valley, Toronto, and Washington, D.C. Please visit [techninmotion.com](http://techninmotion.com) for more information about our events, speakers, sponsors and opportunities to get involved.

TECH IN MOTION

~300,000  
Active Members

14  
Chapters  
across North  
America

200  
Average  
Attendees  
per Event

Annual "Timmy Awards" to  
Recognize Best Tech Employers

Notable TIMMY AWARD Winners  
& Finalists include:

  
TESLA

  
SAMSUNG

  
IBM

  
fitbit.

  
amazon

  
tripadvisor

## The Awards

best tech  
startup

best tech  
work  
culture

best tech  
enterprise  
employer

best tech  
manager

best tech  
workplace  
diversity

best tech  
for good

## Audience Demographics

Our wide array of event types and local partnerships cater to all industries and technologies, attracting a diverse audience with various technical backgrounds.

TECH PROFESSIONALS	60%
ENTREPRENEURS & FOUNDERS	20%
TECH ENTHUSIASTS	20%

## 2021 TIMMY AWARDS HIGHLIGHTS

1K+  
NOMINATIONS

30K+  
VOTES

5M  
SOCIAL REACH

2K+  
ATTENDEES

250  
TECH TEAMS

➤

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