

Congratulations

InStride has been chosen as North America's Best Tech Work Culture, Small-to-Midsize Employer, in the 9th Annual Timmy Awards, a truly outstanding accomplishment worth celebrating!

InStride has showcased a proven commitment to fostering a strong work culture while driving meaningful social and business outcomes by providing access to life-changing education. We are thrilled to recognize their outstanding efforts to create a great place for tech professionals to work through this award.

Here you'll find everything you need to promote and publicize your victory - from PR tips, to sample social media posts, logos, badges, and more - it's time to let the world know why you've been crowned one of North America's best in tech!

Congratulations again from all of us at Tech in Motion,



CARA SWEENEY

Director, Tech in Motion

MOTION RECRUITMENT PARTNERS



TIMMY AWARDS
BY **TECH IN MOTION**

Here's What To Do Now

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

Register interest for 2025. Be one of the first to find out when nominations open next year by registering at techninmotion.com/timmy-awards ensuring you have the best chances of becoming a back-to-back Timmys Winner!

SEE NEXT PAGE FOR MORE

ABOUT THE TIMMY AWARDS

Celebrating the Best in Tech

Presented by Tech in Motion, The Timmy Awards recognize the best tech startups, managers, and employers in 11 regions across North America, including New York, San Francisco, and Toronto. Each year, the Timmys aim to highlight and celebrate the companies and individuals doing their best to create innovative, diverse, and collaborative work cultures for their tech teams. Previous winners have included innovators such as Samsung, Venmo, Tripadvisor, Gilt, Instacart, Constant Contact, LinkedIn, and Oracle. Visit techninmotionevents.com for more information.

TIMMYAWARDS.COM



LEARN MORE
techninmotion.com/timmy-awards



CONTACT
timmyawards@techninmotionevents.com



#timmyawards

**TECH IN
MOTION**

Get The Word Out!



Write & Distribute a Press Release

Utilize the template provided or create your own 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, read further down this tip sheet. Finally, 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. For more tips on how to go about getting media coverage, contact your local Tech in Motion Organizer.



Launch a Social Campaign

Encourage coworkers, fans, partners, friends, family, and the general public to join the celebration of your victory on social media. How did your company beat out the competition to win a 2024 Timmy Award? What do you think makes your team or workplace stand out above the rest? 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 on your website, email signature, marketing materials, online review sites, and wherever people interact with your brand to enhance your company's stature in the tech industry.



Share With Your Network

Send out a company wide email to let employees & colleagues know about the exciting news! Don't forget to invite your team leaders to share.



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.



LEARN MORE
techinmotion.com/timmy-awards



CONTACT
timmyawards@techinmotionevents.com



#timmyawards

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 350,000 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 technimotion.com for more information about our events, speakers, sponsors and opportunities to get involved.

TECH IN MOTION

~350,000

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 manager

best tech work culture

best tech workplace diversity

best remote tech work culture

best tech for good

best tech team of the year

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%

2024 TIMMY AWARDS HIGHLIGHTS

350k

COMMUNITY MEMBERS

140

FINALISTS

25K+

VOTES

65

EXPERT JUDGES

10M

SOCIAL REACH