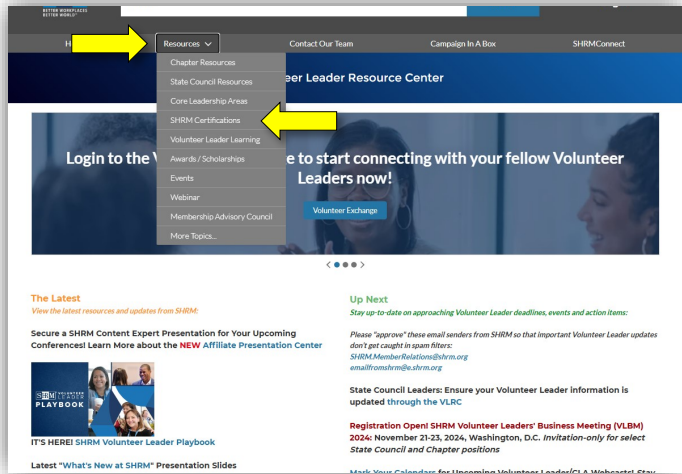


SHRM Affiliate Certification Marketing Resources

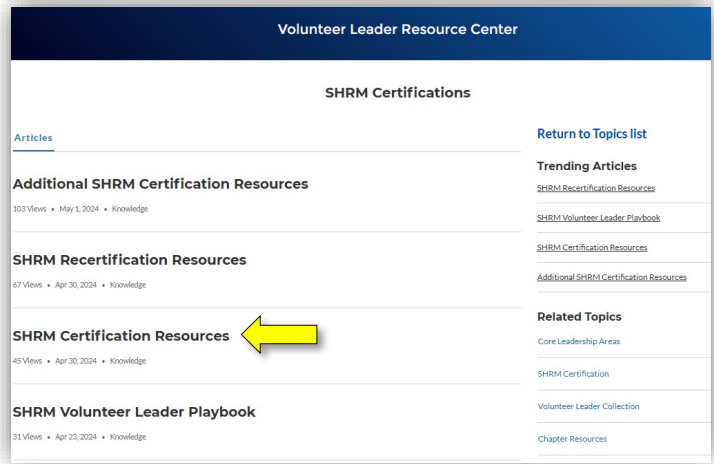
SHRM created resources to help you promote certification and the SHRM Learning System to your members. Visit SHRM Certification at shrm.org/vlrc to start using these resources today!

Where to find SHRM Certification Marketing Tools

Go to shrm.org/vlrc, select “Resources” then “SHRM Certification”



Navigate to “SHRM Certification Preparation”, then choose from the many tools and resources listed



	Key Dates	Marketing Tactics	Tools
Q1 	Jan 1: Window 1 Applications Accepted Feb. 15: Window 2 Testing Closes Mar 31: Window 1 Early Bird Application Deadline	<ul style="list-style-type: none"> Host Info Session Newsletter Mention Course Intro Email Social Media Post Early Bird Exam Email 	<ul style="list-style-type: none"> Info Session Flyer Newsletter Article Email: Course Intro Social Media Email: Early Bird App Deadline
Q2 	May 1: Window 1 Testing Opens May 25: Window 1 Standard Application Deadline June 1: Window 2 Applications Accepted	<ul style="list-style-type: none"> Host Info Session Newsletter Mention Course Intro Email Social Media Post Early Bird Exam Email 	<ul style="list-style-type: none"> Email: Reg App Deadline Social Media Website: Tile ads/Video/Copy Testimonial: Questionnaire
Q3 	July 15: Window 1 Testing Closes Sept 10: Window 2 Early Bird Application Deadline	<ul style="list-style-type: none"> Host Info Session Newsletter Mention Course Intro Email Social Media Post 	<ul style="list-style-type: none"> Info Session Flyer Newsletter Article Email: Course Intro Social Media
Q4 	Dec 1: Window 2 Testing Opens Dec 16: Window 2 Standard Application Deadline	<ul style="list-style-type: none"> Early Bird App Deadline Email Social Media Posts Regular App Deadline Email Course Intro Email Review/Update Website 	<ul style="list-style-type: none"> Email: Early Bird App Deadline Social Media Email: Regular App Deadline Email: Course Intro Website: Tile Ads/Video/Copy