

TIP SHEET: IBCCES Certified Resources + Promoting Your Designation

Congratulations on your approval as a Certified Autism Resource (CAR) through IBCCES! Here are some resources and support IBCCES will provide throughout your credential lifetime, including ideas on how to communicate and promote your designation. Please reach out to us at any time for questions or assistance, we're here to help!

TANGIBLE ASSETS / ITEMS

Use these items to communicate your status to potential customers and partners.

Digital Badge



- Not just an image! It's linked to the IBCCES online registry for easy validation.
- Enhances credibility by showing your credential number and expiration date

>> You can display/use these items on:

- Product packaging
- LinkedIn
- Website
- Email signatures
- Signage
- Marketing materials
- Trade-show materials
- Social media



Certificate



- Your digital certification will be available upon approval
- You may easily print your certificate for display

MAINTAINING CERTIFICATION

Certifications are valid for two years.

The expiration date is found on your digital badge and certificate.

- IBCCES will need to review any updates or changes made to your product/s to keep up with current research, best practices, and updated needs.
- You may choose to certify new products, which we can work into the renewal process.
- You will receive communication from our team and automated reminders from our LMS when renewal time is approaching – we will help create a renewal plan and support you throughout the process!

Ongoing Support

- > The IBCCES Key Accounts team exists to assist our partners throughout the lifetime of their credential.
- > Invite us to pre-review any verbiage mentioning your partnership with IBCCES or visuals you create with your credential before making "public" - we're here to help!

Referrals + Promotion

- > IBCCES will always recommend our Certified Autism Resources to our partners, certified professionals, and families as applicable.
- > We rotate + feature our CAR partners on social media.
- > Newsletter + Social Media updates - send us your news!

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MAINTAINING CERTIFICATION

There are many ways to communicate and promote your designation and certified product/s after your initial announcement. It's important to ensure you always have information on your website explaining the designation and showcasing your CAR badge.

Events

- > When attending conferences or trade-shows, you can utilize your CAR badge on any of the marketing materials, packaging, sponsorship details, etc. to showcase your certified product/s.

Partnership

- > Partner with other local organizations, such as nonprofits or other community groups, to introduce your certified product/s.
- > Connect with Certified Autism Centers™ where there is a fit for your resource to make an impact.

News/Social Media

- > Reach out to local news resources to see if they will run a special on your CAR as the newest certified resource for families in your community.
- > Host a giveaway/raffle on your social media accounts for those who share your certification status or certified product/s to gain exposure and recognition.

Communication

- > Ensure your social media and other marketing verbiage promotes your designation as a CAR.
- > Educate staff on the importance of the CAR status and how it will impact their jobs positively.
- > Connect with your customers to ensure they know about your achievement, why it was important and your future goals.

Email: KeyAccounts@ibcces.org
Phone: 1-877-757-6543

IBCCES - Certified Autism Resources page:
<https://ibcces.org/resources/>