

BROUGHT TO YOU BY

Ultimate
SOFTWARE



HR
AWARDS
2018





CELEBRATING EXCELLENCE

Since its conception in 2014, the Canadian HR Awards (CHRA) brought to you by Ultimate Software and organized by the publisher of HR Director Canada magazine and HRM Online, has celebrated excellence across the entire spectrum of the human resources function in companies across Canada. Today it is recognized within the industry as the top representation of people-centric leadership, service, performance, innovation and principle in the business, and continues to be one of the leading independent awards for the HR function in Canada.

28 prestigious industry awards are designed to ensure national recognition for large and small organizations and individual HR professionals.

This annual black-tie awards ceremony is the event highlight of the year that attracts the best employers, workplaces, HR teams, leaders and professionals in Canada. They gather once again to celebrate Canadian HR excellence at the ceremony on September 20th, 2018.

"We're so excited and so proud that we can represent our crew every single day."

MCDONALD'S CANADA

Online Community Manager

"Be bold, be there for others, and be there for yourself. Don't be afraid to stand up, stand in your truth and have a voice."

TANGERINE

Chief People & Operations Officer

The KPMG Canada Award for Canadian HR Leader of the Year, 2017

"I know the finalists were such a great category of people, so to have this opportunity so early on in my career is incredible."

BANK OF CANADA

HR Consultant, Business Development

The ADP Award for Canadian HR Rising Star of the Year, 2017



“To have external recognition means a lot for the team. It’s an impressive list of finalists, and to be recognized among that group is amazing.”

VP PEOPLE & CULTURE, PELMOREX MEDIA
CANADIAN HR TEAM OF THE YEAR (FEWER THAN 500 EMPLOYEES), 2017

REASONS TO NOMINATE

Impress Your Clients (Even More)

Only the very best of the best make the finals of the CHRAs. If selected as a Finalist, letting clients know that you have been chosen as one of the best in the industry allows you to demonstrate how well-regarded you are by your peers in the industry.

Get Covered

CHRA Finalists earn media coverage across North America, on HR Director Canada (HRDC) channels such as:

- HRDC print magazine and e-magazine (1.8k monthly subscribers)
- An 8-page Finalist Announcement spread on the August issue
- A special 30-page Commemorative spread on the November issue
- HRMOnline.ca news stories
- HRDC newsletters and direct mail marketing pieces (24k subscribers)
- CHRA event website
- HRDC social media

...and countless publicity opportunities in national, local and trade media, and it’s also a great addition to internal communications and marketing materials.

You Can Salute Your Team In A Big Way

Being a Canadian HR Awards Finalist recognizes your employees for their accomplishments. Sharing your news with the world shows them that you value their hard work—and you want the world to know that they've made something amazing.

You Can Meet The Movers And Shakers

The Canadian HR Awards ceremony on September 20th, 2018, at the Liberty Grand Toronto is the premier event in every HR leader's calendar. Here you'll get to rub elbows with the industry's foremost professionals.


Your Time In The Spotlight

If named the winner, you will take the stage, claim your award and deliver your speech in front of the top professionals in the industry. Smile for the cameras and wear your best frock or suit and tie! Expansive media coverage, including a special commemorative spread on HRDC magazine, will make it a night for the books.

It's Free To Nominate

Nominating is absolutely free and you can enter multiple categories – just leave us with your Nominee's contact details and a brief reason for the nomination.

It's Easy

Simply go to wpawards.ca and click . It will only take a few minutes of your time for what could be a career-changing result.



“We talked about this being the time for HR, and that's what I feel – that's the energy I feel in this room. It's a great sense of optimism to really think about the future and the next generation of leaders.”

**GLOBAL CHRO, ROYAL BANK OF CANADA
RECIPIENT OF THE IVEY SCHOOL OF BUSINESS AWARD FOR
LIFETIME ACHIEVEMENT IN THE HR INDUSTRY, 2017**

PAST ATTENDEES

“Our company has been around for 20 years, and we have a very diverse population. It’s a massive, massive accomplishment, and it is such an honour.”

NIAGARA CASINOS

Manager of Communication, Events & Recognition

The Beyond Boardrooms Award for Best Employee Engagement Strategy, 2017

“So great to see so many Canadian companies, global companies represented in Toronto, having fun and celebrating success.”

ADP

VP Human Resources

The Seneca Award for Best Learning & Development Strategy

“It’s a great honour. The good thing is, we were competing with our clients, and we won it. So it’s a great achievement for us.”

J&M GROUP

Director

“It’s something that we believe in so firmly, and to have that be validated is a phenomenal feeling.”

ULTIMATE SOFTWARE

VP of HCM Innovation

“There were a lot of great nominees for this award, so for us to be recognized was truly remarkable.”

JYSK

HR Director

The XREF Award for Most Innovative Use of HR Technology, 2017



AWARD CATEGORIES

24 award categories open to the top employers, HR teams and individual HR leaders in Canada

ORGANIZATIONAL/TEAM AWARDS

- The Accompass Award for Canadian HR Team of the Year (500 Employees or More)
- Canadian HR Team of the Year (Fewer than 500 Employees)
- Canadian HR Team of the Year (Finance or Insurance) – **NEW!**
- Canadian HR Team of the Year (Retail or Hospitality) – **NEW!**
- The TalentEgg Award for Best Employer Branding
- The Ultimate Software Award for Best Workplace Culture
- The Award for Excellence in Diversity & Inclusion
- Best Corporate Social Responsibility Strategy – **NEW!**
- Best Talent Management Strategy
- The Dentsu Aegis Network Award for Best HR Communication Strategy
- The Globoforce Award for Best Reward & Recognition Strategy
- The MaxSys Staffing & Consulting Award for Most Effective Recruitment Strategy
- The Seneca Award for Best Learning & Development Strategy
- The Venngo Award of Excellence for Financial, Physical & Mental Wellness
- The XREF Award for Most Innovative Use of HR Technology
- The University of Waterloo Award for Best Next Generation Employment Innovation
- Labour & Employment Boutique Law Firm of the Year – **NEW!**
- The HRD Canada Readers' Choice Award for Best Service Provider

INDIVIDUAL

- Canadian HR Champion (CEO)
- The KPMG Canada Award for Canadian HR Leader of the Year
- Canadian HR Rising Star of the Year
- The Ivey School of Business Award for Lifetime Achievement in the HR Industry
- The Leadership Agency Award for Woman of Distinction – **NEW!**
- Best Employment & Labour Lawyer (Within a Practice) – **NEW!**

AWARDS PROCESS

The Canadian HR Awards follows a strict 6-step process:

STEP 1: SUBMITTING A NOMINATION ENTRY

Before all else, make sure that you have read the **Awards Criteria**.

When you are ready to submit a nomination entry, proceed to the **Online Nomination Portal** where you can submit a nomination. **The Online Nomination Portal will only be open from April 9, 2018, Monday, to June 10, Sunday, 12 Midnight EST.**

For each nomination entry, you are required to provide the your/the Nominator's contact details, the Nominee's contact details, followed by a brief reason for nomination in under 300 words that best encapsulates why the Nominee deserves to be recognized in that award category and fits the criteria. The brief reason for nomination serves as an important basis for the selection process for Finalists. Touching on the criteria and why your Nominee fits best the award description in your nomination will strengthen the quality of your nomination.

A nominator can enter a particular nominee in several categories. Several nominators can enter the same nominee in a category.

Only nominations made via the Online Nomination Portal will be counted and forwarded to the shortlisting team for evaluation.

THERE IS NO COST TO ENTERING.

STEP 2: SELECTING THE FINALISTS

Once nominations close, the shortlisting team from HRD Canada magazine (HRDC) will conduct research to verify all nominations received. The shortlisting team will read through and evaluate all verified nominations. The shortlisting team will also research to ensure that no one deserving is missed.

Finalists will be selected from both pools of information.

The shortlisting process usually takes 2-3 weeks depending on the number of nominations received. With the uptrend of number of nominations received every year (more than 1000 last year!), nominees are asked to be patient and be on standby for the Finalist Notification to be sent by the Events team via email.

STEP 3: NOTIFYING THE FINALISTS

If you are selected as a Finalist, you will receive an **official Finalist Notification email** sent by our Events team.

The Finalist Notification email contains a unique link to the Finalist Form to be filled out by each Finalist in order to proceed to the final round of judging. Please see 'Step 4: Completing the Finalist Form' for more details on the Finalist Form.

Following this notification, you will be listed as an Official Finalist on the Canadian HR Awards website, as well as being the subject of a Finalist announcement in both the print and online version of HRD Canada. The awards will also be covered in a 30-page commemorative issue of the magazine, and a series of dedicated newsletters, articles and national press releases.

You will also receive an Online Promotional Kit of promotional materials which can be used to announce your finalist status far and wide – via your website, advertising, newsletters, social media, email signature or whatever else you can think of.

Seat reservations will be made available at this point/upon the public announcement of Finalists.

AWARDS PROCESS

STEP 4: COMPLETING THE FINALIST FORM

If you are selected as a Finalist, you must complete the required Finalist Form within 3-4 weeks (deadline TBC but will be provided in the Finalist Notification email) in order to proceed to the final round of judging.

Finalists who fail to complete the Finalist Form may be removed from the list of Finalists upon request.

The Finalist Form is an online questionnaire that asks for both quantitative and qualitative data in order to support the Finalist's nomination and provide further detailed information needed by the jury for winner selection. If you are a Finalist, you may be asked to provide success metrics and key performance indicators where significant.

Upon completion, the Finalist Form will be forwarded to the **independent jury panel**. All answers in the Finalist Form are protected by the Confidentiality Agreement Form signed by the judges.

STEP 5: JUDGING

The **independent jury panel** is a group of handpicked, diverse thought leaders and experts from within the HR industry.

Each judge will carefully and meticulously read and evaluate the submitted Finalist Forms. Upon evaluation of the submitted Finalist Forms, each judge will submit their scores based on the scoring matrix provided by HRD Canada magazine.

Because all answers in the Finalist Form are protected by the Confidentiality Agreement Form signed by the judges, judges' scores are fully independent and impartial and there is no deliberation in any category between or among judges.

STEP 6: LIVE ANNOUNCEMENT OF WINNERS

Winners will only be announced live at the Canadian HR Awards ceremony.

The 5th annual Canadian HR Awards ceremony, brought to you by Ultimate Software and organised by Key Media International, is set to take place on September 20th, 2018, Thursday in Toronto.

Those, including Finalists, who wish to attend the Awards ceremony to witness the live announcement of winners must reserve seats. Seat reservations will be made available online upon the announcement of Finalists.

Finalists are not required to attend the Awards ceremony. However, attendance is highly encouraged. Why? If you are a Finalist and are announced as the winner of your category, you and/or your team get your moment to take the stage, receive the trophy, deliver an acceptance speech in a room of 600 top professionals in the industry, and take advantage of on-site media such as video interviews and photo opportunities in preparation for the HRD Canada magazine Commemorative issue (November 2018).

Attendees take this once-a-year opportunity to join a stellar community of high-performance HR teams, senior-level HR professionals, young guns and rising stars in the HR industry.

Expansive media coverage by HRD Canada, including a special commemorative spread on the November 2018 issue of HRD Canada magazine, and our media partners will make it a night for the books.

“It’s a great way for me to cap my 40-year career at RBC and 20 years in human resources. In many ways, it’s a way for me to also recognize my team, people that I work with now and worked with before, who are really a part of the award.”

ZABEEN HIRJI

**Recipient of The Ivey School of Business
Award for Lifetime Achievement
in the HR Industry, 2017**

SPECIAL THANKS TO OUR AWARD SPONSORS

