





A Day in the Life of Our Workplace 2027

Social Media Contest

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Introduction

Imagine stepping into a world where collaboration thrives, engagement soars, and every day is an opportunity to make a difference. That world exists within your organization, and we're inviting you to share its story with Sri Lanka.

Join us for **"A Day in the Life of Our Workplace"**, a campaign designed to celebrate the unique tapestry of your organization culture. This is your chance to pull back the curtain and reveal the magic that makes your workplace exceptional. Show us the laughter in the breakroom, the spark of innovation in team meetings, and the genuine connections that bind your employees together.

By sharing these authentic glimpses into the daily life of your organization, you'll not only elevate your brand but also contribute to a powerful collective narrative. Together, we'll showcase the values that define great workplaces across Sri Lanka, inspiring others to create environments where employees thrive.

This is more than just a campaign; it's an opportunity to stand out in the marketplace, attract top talent, and proudly proclaim: "This is who we are, and this is why we're a great workplace!"

Let's celebrate your culture and inspire a nation, one story at a time.

Eligibility Criteria

To participate in the Great Place To Work® "A Day In the Life Of Our Workplace" video social media contest, your organization must meet the following criteria:

- Have 20 or more full-time or part-time employees in a Sri Lanka-based organization that has been registered and operating for more than one year.
- Be willing and legally able to share an original video online through google drive and grant Great Place To Work® the right to broadcast the video on the internet and in other promotional materials.
- Agree to fully comply with these official rules and all other terms and conditions of the contest.
- Understand and accept that your video entry will be publicly available on the internet and elsewhere, both during and after the contest period.
- Not be excluded from eligibility by these official rules and/or the other terms and conditions of the contest.

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What is in it for you?

- Have the opportunity to showcase your unique workplace culture through a unique story telling opportunity which in turn will attract top talent and improve retention.
- Builds trust and credibility with potential employees and clients through authentic stories and behind-the-scenes content.
- Increases visibility for employer branding through the Great Place To Work® Sri Lanka Facebook page during the contest and post contest.
- Fosters employee pride and engagement by recognizing and valuing team members, leading to higher morale and a stronger sense of belonging.
- Differentiates the organization from competitors by positioning it as an industry leader in workplace culture.

How to Register

To register, please click the link below and complete the registration form.

Register Now

Video Submission Guidelines

- Videos should not exceed a duration of 02 minutes.
- The filename must clearly indicate the organization's name.
- The file size should not exceed 1GB.
- All videos should be submitted as a MP4/ MOV. format and should be **landscape orientation.**
- Ensure the video is accepted by the guidelines of Facebook prior to submission to Great Place To Work®

How to submit your video

During the submission period, entrants may submit their videos via a Google Link to **julianne.siromani@greatplacetowork.com**

Upon submission, entrants are required to provide the following information:

- Video with the organization's name clearly stated as the file name
- A document with a brief description of the video
- Entrant's contact details including full name, designation, email address, and contact number

By entering and participating, entrant agrees to hold harmless, defend and indemnify Facebook from and against any and all claims, demands, liability, damages or causes of action (however named or described), losses, costs or expenses, with respect to or arising out of or related to (i) entrant's participation in the Contest, or (ii) entrant's participation in any Prize related activities, acceptance of a Prize and/or use or misuse of a Prize (including, without limitation, any property loss, damage, personal injury or death caused to any person(s). This contest is in no way sponsored, endorsed, or administered by, or associated with, Facebook. Each Entry (whether complete or incomplete, singular, or duplicate) is and shall at all times remain the Entrant's property as of the time submitted. Entrant's will grant Great Place To Work® non-exclusive rights to use the submitted property.

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Selection Process and Scoring Breakdown

- Six videos will be shortlisted based on the number of likes received from the video uplooaded on to the Great Place To Work® Facebook Page during the initial public voting round.

- An independent panel of judges will then evaluate these six videos and select the top three finalists, using criteria such as originality, alignment with the theme "A Day in the Life of Our Workplace," production quality, and overall impact and creativity.

- The final winner will be determined at the Great Place To Work® For All™ Regional Conference **September 2027** , based on a combined score:

    - Facebook Likes: 30% (reflecting public engagement and popularity)
    - Judges' Score: 30% (based on the established judging criteria)
    - Conference Polls: 40% (live audience voting at the conference)

Prizes & Award Ceremony

The winning organizations will receive significant recognition for their outstanding submissions:

- The top three shortlisted videos will receive a 30% discount on one ticket per organization, at the normal rate to attend the Great Place To Work® For All™ Conference.

- These top three videos will be showcased at the Conference, providing valuable exposure to an audience of 350+ industry leaders and professionals.

- The winning organization will be selected, announced, and awarded at the Conference.

- The winning video will be prominently featured on the Great Place To Work® Sri Lanka LinkedIn page, reaching a wide network of professionals and potential talent.

- The winning video will also be highlighted on the Great Place To Work® Sri Lanka website for a one year period, showcasing the organization's achievement and commitment to creating a great workplace.

- The winning organization will be entitled to a **LKR 100,000 deduction** on the total cost of their next assessment *(T&C apply).*

Winners will be notified in accordance with the contact information provided in their respective entries.

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Other rules and regulations

- **Eligibility:** This campaign is open to any organization, regardless of prior affiliation with us, provided they meet the criteria outlined in these guidelines. Individual participation is not permitted.
- **Originality:** All video entries must be the original work of the participating organization. Plagiarized or previously published content will be immediately disqualified.
- **Consent and Permissions:** Participants are responsible for obtaining informed consent from all individuals featured in their video. Any use of copyrighted material, including music, images, or footage, must be properly licensed or credited. Proof of licensing may be required. In addition, written approval is required from the organization's leadership team for the video to be submitted and used for this contest.
- **Appropriate Content:** Videos must not contain any offensive, discriminatory, or inappropriate material. Content should be suitable for a professional audience and align with the values of Great Great Place To Work®. The organizers reserve the right to decline any videos deemed controversial controversial or misaligned with the organization's values.
- **Campaign Theme:** Submitted videos should reflect the central theme of the campaign. Submissions should not be corporate videos or promotional material for the organization's goods and services.
- **Submission Limits:** Each organization is limited to one video entry. Multiple entries from the same organization will not be considered.
- **Technical Requirements:** Videos must be submitted in a commonly used format (MP4 or MOV) and must adhere to the specified duration and file size requirements. Details regarding these requirements will be provided separately.
- **Disqualification:** Entries that do not adhere to these video submission guidelines, including submission deadlines, video duration, or technical requirements, may be disqualified at the the at the discretion of the organizers.
- **Judging and Decisions:** The decisions of the judging panel and contest organizers are final and binding. No correspondence regarding the judging process will be entertained.
- **Publicity and Usage Rights:** By entering the contest, participants grant the organizers the unrestricted right to use, reproduce, and display the submitted videos for promotional and marketing purposes, both online and offline, in perpetuity.

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- **Withdrawal:** Organizations may withdraw their entry at any time before the submission deadline by providing written notification to the organizers.
- **Liability:** The organizers are not responsible for any technical issues, lost submissions, or disputes arising from participation in the contest.
- **Amendments:** The organizers reserve the right to amend these rules at any time to ensure the ensure the fairness and integrity of the competition. Participants will be notified of any changes. any changes.

Automatic Disqualification

In the event an Entry does not effectively meet the Requirements & Clearances, Great Place To Work® Sri Lanka has the right to disqualify and discard the Entry either immediately or at any time during the Contest. Great Place To Work® Sri Lanka reserves the right to remove any Entry that does not meet these Official Rules and the Requirements & Clearances and ethical code of conduct.

Great Place To Work® Sri Lanka reserves the right in its discretion to disqualify any person who tampers with or is suspected of tampering with an entry and/or the voting process, including any person attempting to solicit, encourage or obtain automated votes. In addition, Great Place To Work® Sri Lanka further reserves the right in its discretion to disqualify all votes from voters that are deemed to be fraudulent.

Caution: any attempt by an entrant to deliberately damage any website, including but not limited to, the entry site, or undermine the legitimate operation of the contest is a violation of criminal and civil law. Should such an attempt be made, Great Place To Work® Sri Lanka reserves the right to prosecute and/or seek damages and/or other relief from any such entrant to the fullest extent of the law.

Should you require more information, please contact:

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Connect with us at:

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