

# UPCOMING GOLD SEAL DEVELOPMENTS

I am pleased to announce several exciting initiatives that are currently underway for the Gold Seal certification program. Over the next three months you will notice significant improvements to our brand, communications, web presence and on-going training. We are also planning to launch an online application and registration process.

A few highlights of what to expect in the coming months:

- Completely new GoldSealCertification.com website with easier navigation and social media integration
- Gold Seal certification brand and messaging revamp
- Easy-to-understand learning paths highlighting the steps to take to become a Gold Seal Intern, to attain certification (GSC) and to continue with ongoing education (P.GSC)
- Renewed focus on Gold Seal Projects
- The launch of a new Gold Seal Ambassador program
- Gold Seal promotional marketing toolkits for local construction associations
- Revamped Gold Seal Champion campaign
- Brand new learning management system for Gold Seal certification training and professional development
- Online application and registration process for new Gold Seal applicants

**O**UR GOAL IS TO BETTER ENGAGE OUR EXISTING certification holders, improve our marketing support of the local construction associations, attract new applicants and increase the overall visibility and awareness of Gold Seal certification nationally.

Our team is committed to ensuring that Gold Seal certification is the Canadian designation of choice for construction management professionals. We will do everything in our power to proudly represent the Canadian construction industry and ensure that

we continue fostering a world-class standard in construction management excellence.

Please show your continued support for the Gold Seal Certification program by helping us promote our marketing efforts at your local construction association, industry trade events and spread the word amongst your peers!

With much anticipation and excitement,  
Barry Brown  
*Chair, National Gold Seal Committee*