



Testimonial Initiative Guidelines

Thank you for participating in the PEN Worldwide Testimonials Initiative!

We would like to share real stories from people in our worldwide network and highlight the positive impact of the Practice Enterprise experience. Please read and follow these guidelines when preparing and submitting your testimonial.

Terminology & Wording

Approved Terminology

Words to Avoid



PEN Worldwide

The international Practice Enterprise Network



Avoid using other terms or synonyms such as PEN, PE network, global PE organization, etc.



Practice Enterprise

The common name used in the international worldwide network.



Avoid calling it different terms such as: Practice Firm, Training Firm, Fiktive Company or Virtual Enterprise. These may apply in a national context, but should not be used in English.



Trainee

The common term for participants of a Practice Enterprise.



Avoid using terms such as student, pupil



Trainer

In a Practice Enterprise, trainers adopt the role of a workplace facilitator or coach.



Avoid using terms such as teacher, professor, instructor



Please check your testimonial before submission. Thank you!



Nettiquette & Community Guidelines

PEN Worldwide works with people from many countries and cultures. We work in a professional, safe, and responsible way. Testimonials help us share experiences and they must always respect privacy, protect the personal data and reputation of all actors worldwide. Please ensure to check your final testimonial for the following:

- 1 Keep it Human:** The testimonial you submit should be entirely true, authentic, and written by you. While AI tools may be used to check basic English grammar and spelling, your core story, milestones, and responsibilities must be entirely human, factual, and unique to your experience.
- 2 Respectful:** Focus your testimonial on your personal growth and future readiness. We like hearing from you and about your own experiences.
- 3 Culturally Appropriate:** Ensure all texts and photos respect the diverse cultural, religious, and social backgrounds of our international network. Content should be universally welcoming and completely free of regional stereotypes, political statements, and such.
- 4 Screen & Document Safety:** Before taking an active workplace photo, ensure that no sensitive personal data, emails, passwords, student records, or internal financial documents are visible on computer monitors, papers, or whiteboards in the background.
- 5 Reshare posts:** You are highly encouraged to like, share, and comment on published posts to build your personal branding. When interacting or resharing, always use our hashtags #PracticeEnterprise #PENWorldwide.





Content & Visual Requirements

To maintain consistency across our global marketing and social media channels, please ensure your submission meets these parameters:

60

Text Length

Your response must be max 60 words total
(about 2 to 4 short, punchy sentences).

EN

Language

All submissions must be written in English.

Start Your Testimonial With One of These Prompts

- ➔ "Practice Enterprise is motivational / unique / inspiring ... because..."
- ➔ "Watching my trainees manage a Practice Enterprise positively changes how they.../ equips them with..."
- ➔ "The proudest moment as a Practice Enterprise trainer was..."

1 x Mandatory Photo



A clear, professional photo of your face and shoulders, with a clean background (application-photo-style).

1 x Optional Photo



Optional second photo:
An authentic photo of you working with the trainees.

Photo Format & Quality

- ➔ Look directly at the camera with a professional expression and a plain background (primary photo)
- ➔ Photos must be in colour and shot in good light (avoid artificial filters or dark spaces)
- ➔ Ensure the photo is high resolution and jpg format
- ➔ Dimensions: 1.1 Square (1600 x 1600 px)





Compliance & Submission Checklist

Before submitting your final testimonial contribution, please check if your entry meets all requirements. Here is a list to help you check:



File Naming: Full Name_PECODE (You can find the PE Code in the WEbApp ex BE01FOR, DE01SLC)



Publication Agreement: A signed publication agreement must be submitted alongside your files. If there are other people visible in your optional secondary photo, they must sign an agreement as well. Without this, we cannot publish your content. This is due to the GDPR (General Data Protection Regulation).



Social Media Tagging: Remember that we will tag your personal profiles on LinkedIn, Instagram, and/or Facebook for your personal branding. Make sure to provide your correct social media links with your submission if you want to be linked!



Text: Check if the length, tone, starting prompt, and language are correct.



Photo(s): Check the format, resolution, setting of the mandatory photo, and if you happily submit a second workplace photo, also ensure it is suitable.



Questions: If you have any questions regarding the submission requirements, please reach out to us at: media@penworldwide.org



www.penworldwide.org

#PENWorldwide



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