



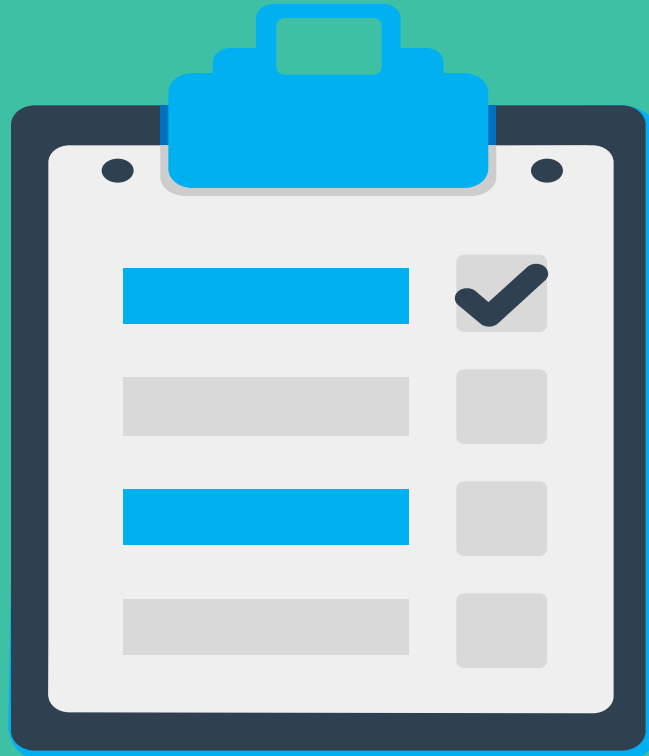
STEP TWO

# PROMOTE

# Communication Plan – What's in It?



- A Unique branding and name for your program
- B Uniform messaging and themes for communications
- C Pre-launch communications and responsibilities
- D Post-launch communications and responsibilities



OFFLINE  
PROMOTION



ONLINE  
PROMOTION

# Online Promotion Methods



Company  
E-Newsletters



Feature on  
Intranet



Dedicated Pre  
Launch Emails



TV  
Slideshows

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# Company E-Newsletters and Intranet

- Collaborate with IT to get a link to Ideawake on the company intranet.
- If you have a weekly or monthly electronic or physical newsletter, get a shout out to the launch of the program.
- Remember to use uniform messaging around empowering employees with a voice.

# Dedicated Pre Launch Emails

- A References internal innovation brand
- B Focus on employee empowerment
- C 3 simple steps for how it works
- D Provides incentives for participation
- E Signed by the CEO (showing senior management support)

Kennedys Ideas Lab

**KENNEDYS IDEAS LAB**  
Empowering lawyers and staff with a voice

Dear Kennedys Team,  
At Kennedys, we believe that all of our employees have great ideas and that those ideas need to be heard.

That's why we're excited to announce that on July 17th we'll be launching a website for you to post your ideas on new products and services we can offer at Kennedys to improve customer experience. This website will give you the ability to submit ideas, support ideas from your peers and earn prizes for participation.

**How to Participate**  
Participate by posting your ideas, commenting on ideas to help improve them, and supporting ideas by voting for them. The more comments and votes that an idea receives, the higher its visibility becomes to the community and leadership.

**Why Should I Participate?**  
Based on your opinions and input from leadership, top ideas will be selected throughout the Ideas Lab for development. Employees who submit selected ideas will receive money, time, and have access to a small team to rapidly test their idea inside Kennedys. We will also be awarding several prizes throughout the challenge for well thought out ideas and comments.

Stay tuned for updates and simply reply to this email if you have questions.

Happy Innovating,  
[Redacted Signature]

# Offline Promotion Methods



Offline Promotional  
Materials



Company Kick-Off  
Party



Weekly or Monthly  
Department Meetings

# Offline Promotional Materials

- Posters (18x24) and Idea Cards (5x7)
- Distribute on day of go live
- Remember to use uniform messaging
- Remember to include "what's in it for me" for participating (ie: recognition or prizes)

**SQUAW VALLEY ALPINE MEADOWS**

## INNOV8

Empowering employees with a voice at Squaw Valley | Alpine Meadows

### How it Works

Submit your ideas to help maximize customer experience for recognition and the chance to bring them to life.

### How it Works

**1** **Accept Invite**  
Check your email, search for "Ideawake" and click the link to create your account.

**2** **Post Your Ideas**  
Post your ideas and support the ideas of others by commenting and voting on them.

**3** **Earn Recognition**  
If your idea is selected, earn recognition and watch it come to life!

**Comment and Vote**  
Vote on great ideas by commenting on them.

**Earn Recognition**  
If your idea is selected, get recognition and watch it come to life!

### How to Get Started

Click "Idea Wake," and click the invite link to get started!

**SQUAW VALLEY ALPINE MEADOWS**



# Company Kickoff Events

- Can be virtual or in person depending on if your workforce is local or global.
- If possible, having executive (C-Level) support is huge during this meeting.
- Show the process for how ideas are selected and implemented - #1 thing to demonstrate is that this isn't like other suggestion programs.
- Remember to include "what's in it for me" for participating (ie: recognition or prizes).



# Weekly and Monthly Department Meetings

- To infuse innovation into your culture, you need to have it integrated into processes that already exist inside your organization.
- Shows support from employees direct manager of the innovation program and why it's important to participate.
- Show the process for how ideas are selected and implemented - #1 thing to demonstrate is that this isn't like other suggestion programs.





**All Communication Should Focus on  
"Empowering Employees with a Voice"**



**Avoid Overusing the Term "Innovation,"  
instead use "Ideas" and "Suggestions"**