XYZ.com eMarketing Web Site Redesign Communications and Sponsorship Strategic Plan

October 2000 – January 2001
(Excerpts)

Activity Categories

The xyz.com eMarketing Web Site Redesign Communications & Sponsorship Strategic Plan outlines activities that fall into 3 major categories:

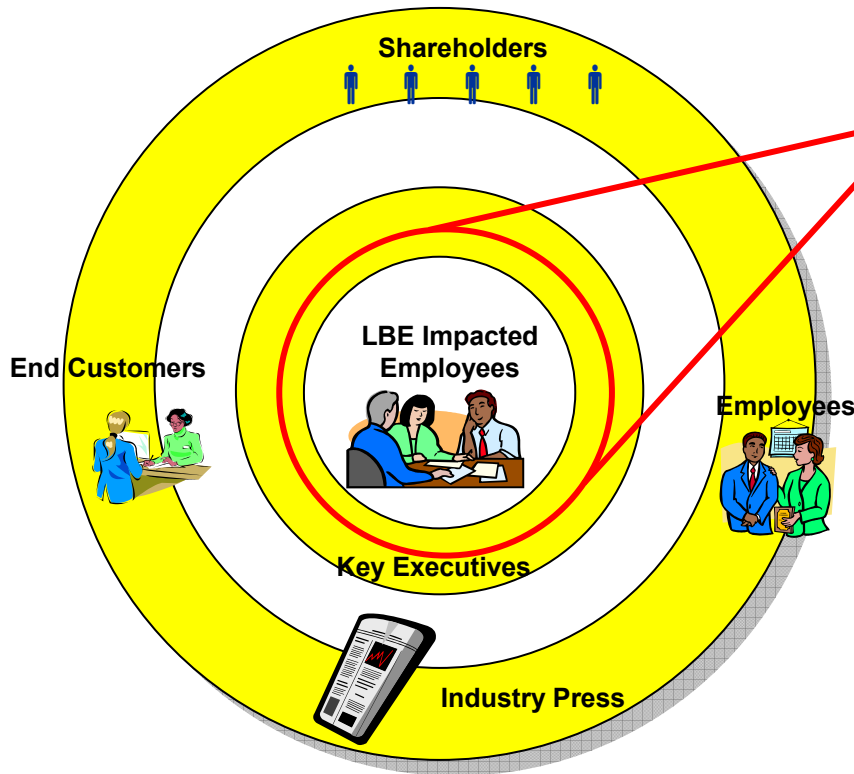| PROJECT COMMUNICATIONS	PROGRAM COMMUNICATIONS	SPONSORSHIP ACTIVITIES
Action-focused communications specifically targeted at the LBE business reps and affected LBE staff who will be using the new tool	*Awareness-focused* communications targeted both internally and externally to XYZ, with emphasis on potentially affected LBE staff and customers	Communications and events designed to *convey executive and management sponsorship* of the program

Target One Audience Groups

Those who are affected the <u>most</u> by the xyz.com eMarketing Web site redesign. They are the primary targets of most communications.

Shareholders

End Customers

LBE Impacted Employees

Employees

Key Executives

Industry Press

Target One Group:
- In-scope xyz.com LBE project team as determined by Audience Analysis

Impacts may include:
- New job responsibilities
- Training/new skills
- New policies / procedures
- New processes / daily activities

Communication methods:
- Focus on one-to-one events
- Letters and memos to introduce and confirm messages
- Newsletters
- Training for new skills and procedures

Detailed Communication Plan

TARGET AUDIENCE

LBE Project Teams:
- **Team Lead**
- **Content Managers**
- **Content Creators**
- **Content Reviewers**
- **Business Web Producers**
- **Web Account Managers**
- **System Team Members**

KEY MESSAGE

Project Status:
- Objectives
- Timing
- Initiatives
- Responsibilities

Education on Process/Timing:
- Understand new processes
- Understand new tools
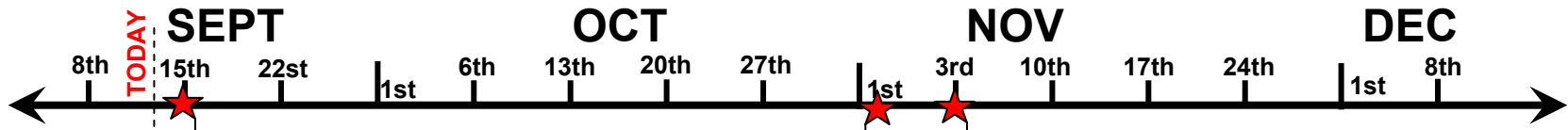- Develop new skills

Buy-in to Change:
- Accept change
- Take ownership
- Normalize changes

VEHICLE/ACTIVITY

- Targeted Program Update emails
- Weekly Team Meeting/Teleconference

- Facilitated workflow work session
- Training sessions (1/2 day course)
- "Sandbox" environment

- New project team member welcome kit
- Keynote speakers at training classes
- xyz.com demo sessions
- Occasional LBE executive attendance at LBE project team meetings
- Emails to project teams from key LBE executives
- TI Connected articles / photos recognizing individuals or teams
- Recognition dinner/event with LBE executive attendance
- "On the Spot" cash/gift awards

xyz.com Phase 2 Message Timeline

EVENT TIMELINE

SEPT   OCT   NOV   DEC

TODAY

8th   15th   22st   1st   6th   13th   20th   27th   1st   3rd   10th   17th   24th   1st   8th

Event:
ERRATA WEB SITE SECTION MOVED TO ABC COMPANY

Event:
PRODUCT LINE X WEB SITE SECTION GOES LIVE

Event:
PRODUCT LINE Z WEB SITE SECTION GOES LIVE

MESSAGES

LBE Project Teams

✔ **PROGRAM UPDATE** *(1)*
EMAIL (9/8)
- Status of fixes

✔ **EMAIL** (9/14) *(2)*
- Trainer profile form

✔ **EMAIL** (9/18) *(3)*
- Expectations of TPP, schedule, attire

✔ **EMAIL** (9/25) *(4)*
- TBD:final TPP info before arrival

Key LBE Executives

✔ **TNEWS** (8/24) *(5)*
& **EMAIL** (8/25) *(9)*
- TEDs is coming
- Prepare to verify plan
- Timeline

✔ **EMAIL** *(11)*
(week of 9/14)
- Training plans avail.
- Verify plans now
- Enroll now

✔ **EMAIL**(9/28) *(12)*
- Supervisor discussion?
- Registered yet?

TNEWS + WWB (10/1) *(7)*
-Registration now open for all users
- All users verified plans?

✔ **EMAIL** (10/1) *(13)*
-You are part of Wave 2
- enroll now

✔ **TNEWS** *(8)*
& **EMAIL** (10/12) *(14)*
- Classes are filling up
- have you registered yet?

INTERNAL: All Employees

✔ **PACKET** (by 9/14) *(15)*
- role education
- mgmt support of training
- verify plans/roles w/employees
- timeline

✔ **EMAIL** (week of 9/28) *(16)*
-Support enrollment and attendance of training for Wave 1 users
-verify plans/roles for Wave 1 users

✔ **EMAIL** (week of 10/5) *(17)*
-Support enrollment and attendance of training for Wave 2 users
-verify plans/roles for Wave 2 users

EXTERNAL: Customers, Shareholders, Press

✔ **PACKET DISTRIBUTION** (9/7) *(18)*
-packet background
-distribution and printing instructions

✔ **EMAIL** (week of 9/21) *(19)*
- TEDS load successful
- Wave 1 enrollment open
- how is packet distribution going?

Deliverables

	Purpose	Vehicles	Sample Content	Frequency
xyz.com DEMO SESSIONS **AUDIENCE:** • **LBE Project Team Members**	• Gain new user's acceptance and understanding of new tool and workflow <u>prior to training</u>	• Expert-led 2-hour session with live demo & slides	• Explain new process for publishing Errata • How your role will change	• Before each rollout; during template development
xyz.com AWARENESS CAMPAIGN **AUDIENCE:** • **All XYZ Employees** • **XYZ Customers** • **XYZ Shareholders** • **Industry Press**	• Explain the overall xyz.com program • Communicate the XYZ leadership team's sponsorship of the XYZ.com program • Educate XYZ customers and suppliers about xyz.com	• eMail; web links; slide presentations; brochure; *Connected* articles; Posters; T-News; Logo giveaway items	• What, why, where, how & when communications • What's in it for TI? For me? For our customers?	• At least monthly, starting in September
LBE xyz.com PROJECT TEAM MEMBER WELCOME KIT **AUDIENCE:** • **LBE Project Team Members**	• Create ownership of initiative among team members	• Package containing: logo items (i.e., tee shirts, pens, coffee cups, etc.); welcome letter from LBE Business sponsor; xyz.com brochure	• "Welcome to the team" • "You are the key to the success of this project" • "You are a part of a leading-edge initiative at XYZ"	• During Demo Sessions