

# AIWCS Communications & Awareness Briefing

Information Service Group

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# What are we talking about?

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**Communication**

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graph TD; A[Communication] --> B[Publicity]; A --> C[Promotion]; A --> D[Awareness]; B --> B1[ ]; C --> C1[ ]; D --> D1[ ];
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**Publicity**

**Promotion**

**Awareness**

# What are the basics?

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- Overall Communication Objective(s)
- Communications Plan
- Standards
  - Color
  - Font
  - Graphics
- Ideas
  - Theme
  - Image

# What techniques?

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- Newsletters
- Flyers/Posters
- E-mail
- Memos
- Road shows
- Intranet site
- Video
- Audio-conferences
- Contests
- Giveaways



# Next Steps

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# Communications Plan Objectives

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1. Make the user community aware of the project and its benefits to AIG and its business units;
2. Alleviate user concerns and fears of transition;
3. Manage user expectations; and
4. Encourage attendance at briefings, overviews, and training sessions.

# Target Audience

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- All AIG end-users who will be migrating AIWCS,
- Managers of end-users who will be migrating to AIWCS
- Senior executives within AIG.

# Goals – Pre-Rollout

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- 99+% of impacted users will receive all AIWCS communications and awareness messages and be exposed to the AIWCS promotional materials
- 95+% of impacted users and managers will know that AIWCS is coming and approximately when
- 95+% of impacted users will understand that they will receive training and be aware of the rollout training and support process
- 90+% of impacted users and managers will know where to go for more information and/or who to contact for more information
- 90+% of impacted users and managers will know what training and support resources will be available to them during the AIWCS rollout



# Goals –Rollout and Post-Rollout

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- A communication will be distributed to impacted users within 24 hours of the identification of any training, system, and/or business/workflow issue
- All training/support staff will be notified of any major training, system, and/or business/workflow issue within two hours of the issue being identified
- 100% of all users trained will clearly understand that desk side support will be available during the rollout and for a period of time after the complete training
- 99+% of users will receive daily informational reminders and updates throughout their office's rollout
- 99+% of users will receive weekly post rollout communications containing significant information as determined by business operations analysis and helpdesk support metrics