



# AIWCS AMERICAN INTERNATIONAL WORKERS COMPENSATION SYSTEM

## COMMUNICATIONS PLAN

*Prepared by:*

MIKE SWIFT, DIRECTOR

*Information Services Group  
Technology Training & Educational Technologies*

The component activities that make up the AIWCS Communications Plan are:

- Identify Project Manager and Project Resources
- Establish Communications Plan Objective
- Establish Communications Plan Goals
- Specifically Identify Target Audiences
- Choose Communication Delivery Options
- Establish Budget
- Create logo and Catch Phrase
- Create Messages
- Create Communication Time Table
- Execute Communications Plan

**IDENTIFY PROJECT MANAGER AND PROJECT RESOURCES**

To fully execute the Communication Plan resources will be need. Most of the resources identified below are generic or group names.

Required Resource	Function	Time Period	Time Commitment	Target Resource / Group
Project Manager	Manage Communication Plan	Now though end of rollout	15% initially; 5-10% throughout remainder	Mike Swift, Dir, ISG Training
Graphic Designer	Create logo, flyers, posters, and other designs	Now through beginning of rollout	30% declining to 10%	Educational Technologies staff
Web Developer	Design, implement, and update AIWCS Intranet site	Now through end of rollout	40% initially; 15% throughout remainder	Educational Technologies staff
Business Experts	Develop message content	Throughout rollout	Several resources initial; one full time equivalent after rollout begins	Business staff already involved in project through requirements gathering, specification, and testing
Business Experts / AIWCS Users	Spokesperson in AIWCS video	Two to three days for video shoot	One half day for each spokesperson	Business staff already involved in project through requirements gathering, specification, and testing
Video Production Crew	Shoot, edit, and produce video	Two to three days for video shoot	Full days during shoot; edit and production time after shoot	Contracted resource
Senior Business Executives	Approve and sign messages  Spokesperson for video	As needed	Minimal time requirements  Video shoot may require an hour for each executive	Senior business executive from each business division
Open House Event Staff	Work open house events at select locations; demo AIWCS, presentation, discuss AIWCS, answer questions	Needed for each event; range of 5-10 people per event	All day at each event; potentially 11 locations and 15 calendar days	ISG Trainers at each location Local business experts at each location Senior managers at each location

## OBJECTIVES OF COMMUNICATIONS PLAN

The objectives of the communications plan are to:

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.

## GOALS OF COMMUNICATIONS PLAN – PRE-ROLLOUT

After the execution of the communications and awareness program the following goals will have been met at the time the AIWCS rollout begins:

- 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 OF COMMUNICATIONS PLAN – DURING ROLLOUT AND POST ROLLOUT

After rollout, the communication and awareness program will accomplish the following goals:

- A communication will be prepared and distributed to impacted users within 24 hours of the identification of any training, system, and/or business/workflow issue.
- All training and 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 and training 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 rollout
- 99+% of users will receive weekly post rollout communications containing significant information as determined by business operations analysis and helpdesk support metrics

## SPECIFICALLY IDENTIFY TARGET AUDIENCES

The general target audience is made up of the following groups:

- all AIG end-users who will be migrating AIWCS,
- managers of end-users who will be migrating to AIWCS, and
- senior executives within AIG.

The first group is the AIWCS end-user population. These people will be identified by obtaining a listing from Data Center Security of all users with WCIS system access. That listing will be merged with a Human Resource listing to provide detail data such a location, job title, phone number, e-mail, and manager's name.

The second level group is the key user group. This group may or may not actually use AIWCS but manage people who will use AIWCS. This group will be identified as manager names in the user listing created above. Those names will be merged with a Human Resources list to obtain additional details.

Both of these groups will be updated every two weeks by repeating the Data Center Security listing with the Human Resources data merge. This will pick up any new employees and eliminate any users no longer employed with the company.

The bottom level group within the target audience is the executive group. This includes the company presidents, Regional Operations Managers, Regional Vice Presidents, etc. This group is very readily identifiable.

## CHOOSE COMMUNICATION DELIVERY OPTIONS

Choose the communications delivery options based on budget, availability, viability, time constraints, and appropriateness. Some of the possible choices include:

- E-mail
- Text message
- Intranet
- Printed Deliverables
  - Posters/Flyers
  - Quick Reference Cards
  - Newsletters/Bulletins
- Promotional Items (examples):
  - Buttons
  - T-shirts, hats, visors, etc.
  - Bags
  - Pens
  - Cups, water bottles, etc.
  - Etc.
- Open House Awareness Events
  - Presentations
  - Live Demonstrations
  - Multimedia Demonstrations
  - Q&A
- Video Briefing

## ESTABLISH BUDGET

Based on the established goals and the proposed use of video, open house events, print communication, intranet updates, and other techniques and proposed budget has been created. This budget takes into account some direct labor for the creation of materials and content. Labor costs for business experts and senior business management are not included. Also, labor costs for ISG Trainers participating in awareness events are assumed to be rolled into the overall project costs.

Video production, editing, and distribution:	\$30,000
Open House Event supplies:	\$22,000
Graphic design, intranet site, print media:	\$12,000
Printing costs:	\$3,000
Promotional items:	\$6,000
Vendor supplied promotional items:	\$0
Contingency / Opportunity funds:	\$8,000
Total Proposed Budget:	\$81,000

## CREATE LOGO AND CATCH PHRASE

Create a message logo and identifying phrase that is carried throughout the campaign. A logo has already been created and approved:



Potential identifying phrases are still being evaluated.

## CREATE MESSAGES

Messages will be created throughout the project from pre-deployment awareness building to post-rollout process improvement. Messages will obviously vary with timing and circumstances.

Early awareness building messages will focus on the explaining why AIWCS is being deployed, benefits of transition from management and end-user perspectives, training and support processes, and other key information as it is determined.

Throughout the rollout messages will focus on schedules, progress, training and support procedures, and any issues that may arise at the time. Post-rollout messages will be crafted to address process improvements and any identified training, system, and/or business/workflow issues

## CREATE COMMUNICATION TIME TABLE

The proposed communications time table is attached for review. The table summarizes the activities and events. A detail sheet for each time table items follows the table.

## EXECUTE COMMUNICATIONS PLAN

As noted in the sections above the execution of this plan has already commenced. Activities and tasks detailed within this plan are scheduled or soon will be. Unless directed otherwise this plan will be continue to be executed throughout the time period leading up to the rollout and will continue for a period time after the rollout.

Periodic reports will be prepared for management detailing the progress of the campaign and with appropriate metrics regarding the number of messages sent, users reached, etc.






COMMUNICATIONS PLAN TIME TABLE

Communication Item / Title	Target Audience	Communications Sender	Key Message Content(s)	Purpose	Media	Frequency	Date(s) of Communications
<b>1 Create Project Logo / Identity</b>	All staff impacted by rollout	All senders	Project Identity	<ul style="list-style-type: none"> <li>• Create and project AIWCS identity</li> <li>• Create and build awareness of upcoming project</li> </ul>	All media	As needed	Week of 11/17
<b>2 Produce AIWCS Video</b>	All staff impacted by rollout	ISG Technology Training	Publicize upcoming changes	<ul style="list-style-type: none"> <li>• Show overview of system operation</li> <li>• Provide details of features and benefits of AIWCS</li> <li>• Create and build awareness of upcoming project</li> </ul>	Video	Once	Complete no later than December Ship in January
<b>3 Create AIWCS Intranet Site</b>	All staff impacted by rollout	ISG Technology Training	Publicize upcoming changes	<ul style="list-style-type: none"> <li>• Create and build awareness of upcoming project</li> <li>• Provide source of new and most recent project information</li> </ul>	Intranet page	Weekly and as needed	In production by December
<b>4 Plan and Schedule AIWCS Open House Events</b>	All staff impacted by rollout	<ul style="list-style-type: none"> <li>• ISG Technology Training</li> <li>• Vendors and suppliers                             <ul style="list-style-type: none"> <li>• Microsoft</li> <li>• Dell</li> <li>• PPI</li> </ul> </li> </ul>	Giveaways and prizes	<ul style="list-style-type: none"> <li>• Maximize in-person exposure and communication</li> <li>• Build excitement</li> <li>• Project identify</li> <li>• Increase awareness of system benefits</li> <li>• Encourage attendance at training sessions</li> </ul>	Posters, drawing tickets, and e-mail	Once	No later than January

Communication Item / Title	Target Audience	Communications Sender	Key Message Content(s)	Purpose	Media	Frequency	Date(s) of Communications
<b>5 AIWCS Senior Business Executive Announcement</b>	Senior Business Executives	Senior Executives	<ul style="list-style-type: none"> <li>• Information rollout</li> <li>• Benefits</li> <li>• Request sponsorship and team members</li> </ul>	<ul style="list-style-type: none"> <li>• Announce AIWCS to senior business executives</li> <li>• Communicate sustainable business benefits</li> <li>• Request their support in project</li> </ul>	Letter and/or E-mail	Once.	Week of 11/17
<b>6 AIWCS Announcement and News Advertising</b>	All staff impacted by rollout	ISG Technology Training	Publicize upcoming changes	<ul style="list-style-type: none"> <li>• Create and build awareness of upcoming project</li> <li>• Create and project AIWCS identify</li> </ul>	Posters/ Flyers	Every two to three weeks through April	Initial posters in December then periodic and as needed to make announcements and promote events
<b>7 Conduct AIWCS Open House Events</b>	Users at 11 locations selected for Open House Awareness Events	ISG Technology Training	Provide overview of upcoming transition to AIWCS	<ul style="list-style-type: none"> <li>• Deliver 30 minute overview sessions</li> <li>• Answer questions and address concerns</li> <li>• Manage user expectations</li> <li>• Have product literature, demos, and other supporting material on display</li> <li>• Serve refreshments</li> <li>• Distribute giveaways</li> <li>• Hold drawings</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• On-site demos</li> <li>• Drawings</li> <li>• Refreshments</li> </ul>	One open house per site with as many sessions as needed	Five to six weeks prior to beginning of rollout



COMMUNICATIONS PLAN DETAIL COMPONENTS

<b>Communication Item:</b> Create Project Logo / Identity	1 <b>Target Audience:</b> All staff impacted by rollout	<b>Communications Sender:</b> All senders
<b>Key Message Content(s):</b> <ul style="list-style-type: none"> <li>Project identity</li> </ul>		<b>Media:</b> All media
<b>Purpose:</b> <ul style="list-style-type: none"> <li>Create and build awareness of upcoming project</li> <li>Create and project AIWCS identity</li> </ul>		<b>Frequency:</b> As needed
<b>Sample Content:</b> All collateral materials, posters, and other communications will be branded with the project logo and designed using the project's color scheme.  <b>Project color scheme:</b>    <b>Project communication font:</b> Primary font Varanda: AIWCS  <b>Logo with project name:</b>   <b>Logo without project name:</b>   Specific project components will be branded. The open house events with demonstrations and informational overview will be branded with a catch phrase to create an identity for it also. For example, the pre-conversion publicity tour might be referred to as the "AIWCS Up-Close" tour. This will tie in the project identity with the specific communications component.		

<b>Communication Item:</b> Produce AIWCS Video	2	<b>Target Audience:</b> All staff impacted by rollout	<b>Communications Sender:</b> ISG Technology Training
<b>Key Message Content(s):</b>		<b>Media:</b> Video	
<ul style="list-style-type: none"> <li>Publicize upcoming changes</li> </ul>			
<b>Purpose:</b>		<b>Frequency:</b>	
<ul style="list-style-type: none"> <li>Show overview of system operation</li> <li>Provide details of features and benefits of AIWCS</li> <li>Create and build awareness of upcoming project</li> </ul>		Once	
<b>Sample Content:</b>			
Video will be scripted to include the following components:			
<ul style="list-style-type: none"> <li>Introduction from a senior business executive.</li> <li>Roundtable discussion of AIWCS features and benefits (5-6 participants to be identified).</li> <li>Demonstration of AIWCS.</li> <li>Concluding remarks including implementation plan.</li> </ul>			
Target length of 30 minutes or less.			

<b>Communication Item:</b> Create AIWCS Intranet Site	3	<b>Target Audience:</b> All staff impacted by rollout	<b>Communications Sender:</b> ISG Technology Training
<b>Key Message Content(s):</b>		<b>Media:</b> Intranet page	
<ul style="list-style-type: none"> <li>Publicize upcoming changes</li> </ul>			
<b>Purpose:</b>		<b>Frequency:</b>	
<ul style="list-style-type: none"> <li>Create and build awareness of upcoming project</li> <li>Provide source of new and most recent project information</li> </ul>		Weekly and as needed	
<b>Sample Content:</b>			
Distinguish with project logo, color scheme, identity messages, etc.			
Create links for various categories of information such as:			
<ul style="list-style-type: none"> <li>Project overview</li> <li>Project schedule</li> <li>Testimonials</li> <li>Frequently Asked Questions</li> <li>System Overview</li> <li>Etc.</li> </ul>			

<b>Communication Item:</b> 4 Plan and Schedule AIWCS Open House Events	<b>Target Audience:</b> All staff impacted by rollout	<b>Communications Sender:</b> ISG Technology Training
<b>Key Message Content(s):</b> <ul style="list-style-type: none"> <li>• Giveaways and prizes</li> </ul>		<b>Media:</b> Posters, drawing tickets, and e-mail
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• Maximize in-person exposure and communication</li> <li>• Build excitement</li> <li>• Project identify</li> <li>• Increase awareness of system benefits</li> <li>• Encourage attendance at training sessions</li> </ul>		<b>Frequency:</b> Once
<b>Sample Content:</b> Pens, t-shirts, coffee cups, mouse pads, and/or other collateral material will be branded with the “AIWCS” theme logo. These collateral materials will be given away as giveaways and prizes during the Open House Awareness Events.		

<b>Communication Item:</b> AIWCS Senior Business Executive Announcement	5	<b>Target Audience:</b> Senior Executives	<b>Communications Sender:</b> Senior Business Executives
<b>Key Message Content(s):</b> <ul style="list-style-type: none"> <li>• Information about AIWCS</li> <li>• Benefits</li> <li>• Request sponsorship and team members</li> </ul>		<b>Media:</b> Letter and/or E-mail	
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• Announce AIWCS to senior business executives</li> <li>• Provide them with sustainable business benefits</li> <li>• Request their support in project</li> </ul>		<b>Frequency:</b> Once	
<b>Sample Content:</b>  In Spring of 1998 the implementation of AIWCS (American International Workers Compensation System) will begin. AIWCS will provide an effective business environment for the underwriting of Workers Compensation insurance. It will replace WCPC and be more in line with business needs while taking advantage of technological advances. AIWCS is designed to be incorporated into DBG's overall systems strategy.  The objectives of AIWCS are to provide capabilities to support: <ol style="list-style-type: none"> <li>1. Entity Level Rating</li> <li>2. Out of Sequence back dated endorsements</li> <li>3. Single policy – Multiple company</li> </ol> Additionally, AIWCS will: <ul style="list-style-type: none"> <li>• Reduce training, maintenance and compliance expenses</li> <li>• Provide a more flexible system capable of meeting market changes</li> <li>• Make Workers Compensation information more accessible.</li> <li>• Increase revenue through automatic selection of tax advantaged companies</li> <li>• Reduce the cost of premium audit processing</li> </ul> <p>This is the first of many communications that you and your staff will receive. The implementation of this system and the transition process will be communicated to your staff via a comprehensive communications plan. ISG will announce the upcoming changes and communicate with all staff nationally to make them aware of the project, its benefits, and what to expect. The communications plan will build momentum and reduce the potential anxiety associated with the transition.</p> <p>With the various communications you will receive there will be information about the status of the project, testing and announcements of training and implementation dates. Additionally, an AIWCS Intranet site has been created and will soon be updated with the latest AIWCS information. The Intranet site will always have the most currently available information for your reference.</p> <p>A comprehensive training plan has also been developed. In addition to the training, which will be performed prior to the implementation, post-implementation support will be provided.</p> <p>I thank you in advance for your support in this mission critical endeavor.</p>			

<b>Communication Item:</b> 6 AIWCS Announcement and News Advertising	<b>Target Audience:</b> All staff impacted by rollout	<b>Communications Sender:</b> ISG Technology Training
<b>Key Message Content(s):</b> <ul style="list-style-type: none"> <li>Publicize upcoming changes</li> </ul>		<b>Media:</b> Posters/Flyers
<b>Purpose:</b> <ul style="list-style-type: none"> <li>Create and build awareness of upcoming project</li> <li>Create and project AIWCS identify</li> <li>Increase awareness of project components</li> </ul>		<b>Frequency:</b> Every two to three weeks through April
<b>Sample Content:</b> General awareness poster(s): <ul style="list-style-type: none"> <li>AIWCS is Coming</li> <li>Conversion Dates</li> <li>Training Dates</li> <li>Post-Conversion Support</li> </ul> Posters announcing open house events: <ul style="list-style-type: none"> <li>AIWCS Open House Coming</li> <li>Learn More About AIWCS</li> <li>What AIWCS Means to You</li> </ul> Posters promoting training: <ul style="list-style-type: none"> <li>Training Dates</li> </ul> Posters announcing help desk support: <ul style="list-style-type: none"> <li>Post-Conversion Support</li> </ul>		

<b>Communication Item:</b> 7 Conduct AIWCS Open House Events	<b>Target Audience:</b> Users at 11 locations selected for Open House Awareness Events	<b>Communications Sender:</b> ISG Technology Training
<b>Key Message Content(s):</b> <ul style="list-style-type: none"> <li>• Provide overview of upcoming transition to AIWCS</li> </ul>		<b>Media:</b> <ul style="list-style-type: none"> <li>• Presentations</li> <li>• On-site demos</li> <li>• Drawings &amp; giveaways</li> <li>• Refreshments</li> </ul>
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• Deliver 30 minute overview sessions</li> <li>• Answer questions and address concerns</li> <li>• Manage user expectations</li> <li>• Have literature, demos, and other supporting material on display</li> <li>• Serve refreshments</li> <li>• Distribute giveaways</li> <li>• Hold drawings</li> </ul>		<b>Frequency:</b> One open house per site with as many sessions as needed at each site
<b>Sample Content:</b> <p>At each of the 11 sites a room or area will be set up to provide large-group demos and overviews. The sessions will begin with a few introductory remarks about the project and its benefits. This will be followed by high-level demos of AIWCS. Benefits will be stressed during the demo. A question and answer session will follow the demo. Concluding remarks will again stress the benefits.</p> <p>An adjoining area will be set up with literature displays, automatic demos, refreshments, and other collateral materials.</p> <p>All attendees will get a “give away” such as a pen. They will also get a raffle ticket for a drawing at the end of their session.</p>		