

# COMMUNICATION PLAN & TEMPLATES

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## INTRODUCTION

A successful HRS CONNECT roll-out starts with clear and impactful communication.

The following pages serves as a guide for crafting a comprehensive meetings management technology roll-out communication plan. While this example outlines typical components, the specific content, frequency, and target audiences should be tailored to fit your organization's unique needs, drawing on insights from similar successful implementations and aligning with your organization's culture.

To build support from both internal and external stakeholders, it's crucial to effectively communicate the project's benefits, objectives, key milestones, and success factors. While some communications will focus on the initial project launch, others should be ongoing throughout the roll-out.

Let's get started!

# COMMUNICATION PLAN SCHEDULE

## PRE, GO-LIVE, & POST ROLL-OUT MESSAGES TO CONSIDER

Message	Purpose	Audience	Timing/Frequency
HRS CONNECT Introduction – Sr. Management Level	To introduce new platform to Sr. Leadership	Executive sponsors and/or project steering committee, company or division controllers	Timing: 4 weeks prior to roll-out Frequency: Twice
Project Announcement - All	To introduce the initiative and provide any necessary instructions.	All employees and contractors impacted by new initiative	Timing: 3 weeks pre roll-out Frequency: Once
Roll-out Today	Reminder of new process or policy –effective today.	All employees and contractors	Timing: Go-live date Frequency: Once
Direct Stakeholder / Planner Announcement	To explain the value of meeting technology for meeting professionals, encourage training.	Meeting planners, non-professional planners	Timing: Once, prior to user training Frequency: On a regular basis to provide updates (monthly or quarterly)
Post-Launch Reminder	Reminder of new process or policy.	All employees and contractors	Timing: 30, 60, 90 days after the go-live date Frequency: Reoccurring
Project Related FAQ's	To answer questions, offer more detailed information on the technology, policies and processes.	Meeting planners, non-professional planners	Timing: Go live date. Could be emailed or hosted on Intranet Frequency: Ongoing

# COMMUNICATION PLAN

## TEMPLATES

### Sample Sr. Management/Key Stakeholder communication to introduce HRS CONNECT:

Subject: Introducing HRS CONNECT: Streamlining Meetings Management Across Our Organization

Dear [Executive Sponsor/Project Steering Committee Member/Division Controller],

I'm excited to share with you the upcoming launch of HRS CONNECT, our new platform designed to simplify the management of small meetings and events across our organization. HRS CONNECT will be rolling out in approximately four weeks, and as a senior management stakeholder, your support is essential to ensure a smooth transition and successful adoption.

#### What is HRS CONNECT?

HRS CONNECT is a next-generation booking platform that empowers our teams to effortlessly find, compare, and book venues for simple meetings. This innovative tool streamlines the entire process—from venue selection and instant pricing to managing RFPs and bookings in one centralized location. The platform is designed to save time, reduce costs, and enhance the efficiency of our meetings program, while adhering to our corporate travel policy and sustainability standards.

#### Why HRS CONNECT?

- **Efficiency:** HRS CONNECT enables users to manage their meetings quickly and with confidence. Responses from venues are received within two business days, providing timely updates that ensure seamless planning.
- **Transparency:** Instant pricing removes the guesswork from budgeting, allowing for complete clarity on meeting costs and enabling immediate decision-making.
- **Quality and Compliance:** All venues available through HRS CONNECT are vetted for quality and sustainability, ensuring our commitment to responsible sourcing.

As a senior leader, your role in endorsing this platform will be instrumental in driving its adoption. Over the coming weeks, we will provide you with further information and resources to support your understanding of the platform and its benefits. We look forward to your partnership in championing this new tool and enabling our teams to elevate their meetings experience.

Thank you for your continued support.

# COMMUNICATION PLAN

## TEMPLATES

### Sample Project Announcement to introduce HRS CONNECT to all impacted employees:

Subject: Introducing HRS CONNECT: Your New Tool for Effortless Meeting Management

Dear Team,  
We are excited to announce the upcoming roll-out of HRS CONNECT, our new meetings management platform designed to streamline and simplify the way we find, book, and manage small meetings and events. The official launch is just three weeks away, and we want to ensure you are prepared to leverage this powerful tool.

#### What is HRS CONNECT?

HRS CONNECT is an innovative, user-friendly platform that centralizes the process of booking and managing simple meetings. With HRS CONNECT, you'll have access to a curated selection of vetted venues that meet our corporate standards for quality and sustainability. The platform allows you to compare venues side-by-side, receive instant pricing, and manage all RFPs and bookings in one place.

#### Key Benefits of HRS CONNECT:

- **Instant Pricing:** Quickly view pricing for venues and additional services, eliminating the guesswork and ensuring transparency.
- **Efficient Booking Process:** Send multiple RFPs and receive responses within two business days, streamlining venue selection.
- **Corporate Policy Compliance:** All available venues align with our organization's travel policy and sustainability guidelines.

#### What's Next?

In preparation for the roll-out, we will be conducting training sessions and sharing step-by-step instructions on how to use HRS CONNECT. You'll receive a series of communications over the next three weeks, including training schedules, user guides, and support resources.

#### Action Required:

Please keep an eye on your inbox for detailed instructions and training invitations. For those who frequently plan or book meetings, we encourage you to register for a training session as soon as it becomes available to ensure you're equipped to make the most of HRS CONNECT.

Thank you for your cooperation and support as we introduce this exciting new platform. Should you have any questions or need assistance, please reach out to the project team at [Contact Information]

# COMMUNICATION PLAN

## TEMPLATES

### Sample Roll-out Today communication to announce the go-live of HRS CONNECT:

Subject: HRS CONNECT is Live: Start Managing Your Meetings with Ease

Dear Team,

We're thrilled to announce that HRS CONNECT is officially live as of today! This new platform is designed to simplify the way we find, book, and manage simple meetings, making it easier for you to plan events confidently and efficiently.

#### What to Expect Moving Forward

With HRS CONNECT, you can now seamlessly compare vetted venues, view instant pricing, and manage all your meeting bookings in one centralized location. This streamlined process ensures compliance with corporate policies, reduces manual tasks, and enhances your overall booking experience.

#### Key Features of HRS CONNECT:

- **Instant Pricing & Transparency:** Quickly access pricing for venues, catering, and additional services to streamline your planning.
- **Efficient RFP Management:** Send multiple RFPs and receive timely responses within two business days.
- **Quality and Sustainability Assurance:** Choose from pre-vetted venues that align with our standards for quality and sustainability.

#### Action Required:

As of today, all simple meetings and events must be booked through HRS CONNECT. Please ensure you have completed your training and familiarized yourself with the platform. If you need additional support, consult the training resources or reach out to the support team at [Support Contact Information].

#### Getting Started:

To access HRS CONNECT, simply [Include Platform Access Link/Instructions]. For a refresher, you can refer to the step-by-step user guide [Link to Guide] or watch our recorded training sessions [Link to Training Videos].

Thank you for your cooperation and commitment to making this transition a success. We look forward to seeing how HRS CONNECT helps streamline your meeting planning experience.

# COMMUNICATION PLAN

## TEMPLATES

### Sample Planner communication to announce the go-live of HRS CONNECT and encourage training participation:

Subject: Elevate Your Meeting Planning Experience with HRS CONNECT

Dear [Planner/Team],

We are thrilled to introduce HRS CONNECT, our new meetings management platform designed to make your planning experience faster, simpler, and more efficient. Whether you're a seasoned meeting planner or someone who organizes events occasionally, HRS CONNECT offers intuitive features that help you seamlessly source, book, and manage small meetings and events.

#### What Does HRS CONNECT Offer?

- **Efficient Booking:** Compare multiple venues side-by-side based on availability, pricing, and packages, ensuring you find the perfect fit for your meetings.
- **Instant Pricing & Transparency:** Eliminate the guesswork with real-time pricing information for meeting rooms and services such as catering and equipment.
- **Streamlined RFP Management:** Send multiple RFPs simultaneously and receive timely responses, allowing you to make confident decisions.

#### Why This Matters to You:

HRS CONNECT simplifies your role by reducing manual tasks, improving response times, and enhancing your control over bookings. This tool is especially valuable for those new to meeting planning or juggling it alongside other responsibilities.

#### Next Steps: Join Our Training

To help you maximize the benefits of HRS CONNECT, we will be hosting training sessions tailored to your needs. Whether you're managing meetings occasionally or on a regular basis, these sessions will equip you with essential skills to navigate the platform effectively.

#### Action Required:

Please register for one of our upcoming training sessions to get started with HRS CONNECT. You'll receive an invitation shortly with the available dates and times. We encourage you to attend to make the most of this innovative tool. Moving forward, we'll be providing regular updates and resources to support you in your meeting planning journey with HRS CONNECT. Keep an eye out for our monthly (or quarterly) newsletters featuring tips, updates, and best practices.

If you have any questions or need additional assistance, feel free to reach out to the support team at [Support Contact Information].

# COMMUNICATION PLAN

## TEMPLATES

### Sample Roll-out Today communication to announce the go-live of HRS CONNECT:

Dear Team,

It's been [30/60/90] days since we launched HRS CONNECT, and we hope you've had a smooth transition using the platform to simplify your meeting planning. As a reminder, all simple meetings and events should now be managed through HRS CONNECT to ensure consistency, efficiency, and policy compliance.

#### Why HRS CONNECT?

HRS CONNECT is designed to provide you with a streamlined, centralized approach to booking and managing small meetings, offering key benefits such as:

- **Instant Pricing & Transparency:** Get real-time pricing for meeting spaces and services like catering and AV equipment.
- **Efficient RFP Process:** Compare multiple venues, send simultaneous RFPs, and receive responses within two business days.
- **Compliance & Sustainability:** Choose from vetted venues that align with our corporate travel and sustainability policies.

#### Best Practices for Success:

To help you continue leveraging the platform effectively, we encourage you to:

- **Review** training materials and best practices shared in our initial onboarding sessions.
- **Reach out** to our support team if you encounter any issues or have questions.
- **Utilize** HRS CONNECT's features to compare venues side-by-side and make informed booking decisions.

#### Ongoing Support and Resources

We are committed to supporting you throughout this transition. You can always access additional resources such as step-by-step guides, recorded training sessions, and FAQs on our [HRS CONNECT Resource Hub]. We'll also continue to share regular updates and tips to help you get the most out of the platform.

If you have any questions or feedback, please don't hesitate to contact us at [Support Contact Information].

Thank you for your continued partnership and commitment to optimizing our meetings program with HRS CONNECT.

# COMMUNICATION PLAN

## TEMPLATES

### Sample Project FAQ\* communication to provide support for Planners/Users:

Subject: HRS CONNECT FAQs: Everything You Need to Know

Dear Team,

With the recent launch of HRS CONNECT, we understand that you may have questions about the platform, its features, and the new policies and processes. To help you navigate this transition smoothly, we've compiled a comprehensive list of Frequently Asked Questions (FAQs) to provide more detailed information and clarify any uncertainties you may have.

#### What's Covered in the FAQs?

The FAQ document includes detailed answers to common questions such as:

- What is HRS CONNECT, and why are we using it?
- How do I access and log into the platform?
- What are the key benefits and features of HRS CONNECT?
- What types of meetings should be booked through HRS CONNECT?
- Who do I contact for support or troubleshooting?
- How do I ensure my bookings comply with company policies?
- Where can I find additional training resources?

#### Accessing the FAQs

To view the complete list of FAQs, click [[Link to FAQs Document](#)] or visit the [[Intranet Location/Resource Hub](#)]. This resource is designed to give you quick, clear answers and ensure you're confident in using HRS CONNECT effectively.

#### Need Support?

If your questions are not answered in the FAQs, please reach out to our support team at [[Support Contact Information](#)]. We're here to help and are committed to making sure you have everything you need to succeed with HRS CONNECT.

Thank you for your engagement and for embracing this new technology. We look forward to continuing to improve our meetings program together.