

Sonder Comms Workshop - Checklist

What	Where	Who	When	Complete
Prelaunch checklist				
Coming soon email	Pre launch email templates			
Coming soon intranet post / social tile	Pre launch social tiles			
Coming soon poster	Pre launch posters			
Coming soon TV screen	Pre launch digital screens			
Organise launch events / merchandise (if applicable)	Event merchandise & supplier list			
Identify and engage the following for early awareness and ambassadorship: - Leadership - HR - People leaders - Safety team - Wellbeing team				

What	Where	Who	When	Complete
Launch checklist - internal awareness				
Launch intranet post / social tile	All social tiles			
Launch posters (bathroom doors, staff rooms/kitchens, wellbeing areas, more)	All posters			
Launch TV screens	Digital screensavers			
Launch email and include Sonder in your email signatures	Launch email templates Email signatures			
Change your conference call background	Conference call backgrounds			
Add Sonder guide to new starter onboarding materials	All guides			
Print/circulate flyers and brochures	All flyers and brochures			
Opt in to Sonder's quarterly DTC email campaign	Ask your CSM about activation comms			

What	Where	Who	When	Complete
Launch checklist - experiential				

Organise launch event/town hall/webinar	Online or in-person	With your CSM		
Organise manager training session	Online or in-person	With your CSM		
Organise live demo / training session	Online or in-person	With your CSM		

What	Where	Who	When	Complete
Launch checklist - external / EVP				
Add Sonder to job ads under 'perks'				
Add to website - EVP/life				
Post a launch LinkedIn post (company & individuals)	External launch announcements			
Engage with PR				

What	Where	Who	When	Complete
Continuous engagement checklist				
Engage a wellbeing ambassadors group to advocate for Sonder				
Embed Sonder in your regular town halls				
Host an incentive competition (complete wellbeing assessment before X date to win X prize)	Talk to your CSM			
Include Sonder in your regular newsletters/internal comms	Can you align with our monthly theme calendar?			
Refresh your posters and digital screens monthly with new campaign materials	Themed campaigns 2024 calendar			
Post in your intranet/internal channels monthly with new campaign materials	Themed campaigns			
Opt in to Sonder's quarterly DTC email campaign	Ask your CSM about activation comms			