

## Sonder Comms Workshop - Checklist

What	Where	Who	When	Complete
<b>Prelaunch checklist</b>				
Coming soon email	<a href="#">Pre launch email templates</a>			
Coming soon intranet post / social tile	<a href="#">Pre launch social tiles</a>			
Coming soon poster	<a href="#">Pre launch posters</a>			
Coming soon TV screen	<a href="#">Pre launch digital screens</a>			
Organise launch events / merchandise (if applicable)	<a href="#">Event merchandise &amp; supplier list</a>			
Identify and engage the following for early awareness and ambassadorship: <ul style="list-style-type: none"> <li>- Leadership</li> <li>- HR</li> <li>- People leaders</li> <li>- Safety team</li> <li>- Wellbeing team</li> </ul>				

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

What	Where	Who	When	Complete
<b>Launch checklist - experiential</b>				

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
<b>Launch checklist - external / EVP</b>				
Add Sonder to job ads under 'perks'				
Add to website - EVP/life				
Post a launch LinkedIn post (company & individuals)	<a href="#">External launch announcements</a>			
Engage with PR				

What	Where	Who	When	Complete
<b>Continuous engagement checklist</b>				
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	<a href="#">Can you align with our monthly theme calendar?</a>			
Refresh your posters and digital screens monthly with new campaign materials	<a href="#">Themed campaigns 2024 calendar</a>			
Post in your intranet/internal channels monthly with new campaign materials	<a href="#">Themed campaigns</a>			
Opt in to Sonder's quarterly DTC email campaign	Ask your CSM about activation comms			