

Sample Employee Communications Plan

Marketing Activity	Detail	April w/c			
		02-Apr	09-Apr	16-Apr	23-Apr
Poster teaser campaign	Place posters around the company (coffee machines, staff areas, canteen for example) with details about the dental plans that will soon be available.				
Internal communications	Place an article in internal magazine to raise awareness of oral health and the current dental climate.				
Teaser email	Circulate email to all employees with full details of the new dental benefit available (email to include a link to the company intranet site and a PDF of Denplan's dental booklet). An apple will also be left on every desk.				
Follow-up email	Second email with details of up and coming road shows along with dates and venues. This email to include a URL to our DVD which gives details about Denplan.				
Final email	Email to remind staff about the dental benefit available and timescales for elections.				
Road show	Denplan stand and Denplan staff available on-site to give further information on the plans available and to answer any questions.				
Literature display	A selection of booklets and information about Denplan and the plans on offer to be available in a suitable location for staff.				

All marketing activity will seek prior approval and full consultation from the company's internal communications team.
 All costs for promoting the dental benefit would be carried by Denplan.