## Sample internal comms plan for an airline company







CEO Message (all employees, via email): New Year, New Goals

Manager briefing sessions with teams: goals, challenges, feedback

Intranet stories/digital signage/kiosks/ mobile app: Focus areas for the year

Print (magazines, posters, leaflets): Round-up of the previous year's highlights, and key takeaways for the year ahead





CEO Message (all employees, via email): Update - Focus Areas

Manager briefing sessions with teams: goals, challenges, feedback

**Intranet takeover: Meet Our Frontline Heroes** 

Print (magazines, posters, leaflets): Cabin Crew Magazine Takeover





**Quarterly All Hands** with Senior Leadership Team: (all employees, online): Q1 Performance, Q2 Priorities, Q&A

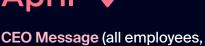
Senior Leadership Team Roadshow (all colleagues): Strategic Updates, Q&As

Intranet stories/digital signage/ kiosks/mobile app: Q1 Highlights

Print (magazines, posters, leaflets): Q1 Highlights







via email): Let's Go Q2 Manager briefing sessions with

teams: goals, challenges, feedback Intranet stories/digital signage/kiosks/

mobile app: Focus areas for Q2

**Print** (magazines, posters, leaflets): employee-led stories about Q1, and what's to come in Q2





CEO Message (all employees, via email): Update - Focus Areas

Manager briefing sessions with teams: goals, challenges, feedback

Intranet takeover: **Meet Our Frontline Heroes** 

Print (magazines, posters, leaflets): Pilot Magazine Takeover





**Quarterly All Hands** with Senior Leadership Team (all employees, online): Q2 Performance, Q3 Priorities, Q&A

**Senior Leadership Team Roadshow** (all colleagues): Strategic Updates, Q&As

Intranet stories/digital signage/ kiosks/mobile app: Q2 Highlights

Print (magazines, posters, leaflets): Q2 Highlights





CEO Message (all employees, via email): Let's Go Q3

Manager briefing sessions with teams: goals, challenges, feedback

Intranet stories/digital signage/ kiosks/mobile app: Focus areas for Q3

Print (magazines, posters, leaflets): employee-led stories about Q2, and what's to come in Q3





**CEO Message** (all employees, via email): Update - Focus Areas

Manager briefing sessions with teams: goals, challenges, feedback

**Intranet takeover: Meet Our Frontline Heroes** 

Print (magazines, posters, leaflets): Baggage Crew Magazine Takeover





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**Quarterly All Hands with Senior** Leadership Team (all employees, online): Q3 Performance, Q4 Priorities, Q&A

**Senior Leadership Team Roadshow** (all colleagues): Strategic Updates, Q&As

Intranet stories/digital signage/ kiosks/mobile app: Q3 Highlights

Print (magazines, posters, leaflets): Q3 Highlights







CEO Message (all employees, via email): Let's Go Q4

mobile app: Focus areas for Q4

October

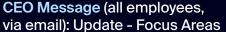
Manager briefing sessions with teams: goals, challenges, feedback

Intranet stories/digital signage/kiosks/

Print (magazines, posters, leaflets): employee-led stories about Q3, and what's to come in Q4



## November



Manager briefing sessions with teams: goals, challenges, feedback

Intranet takeover: **Meet Our Frontline Heroes** 

Print (magazines, posters, leaflets): **Ground Crew Magazine Takeover** 





**Quarterly All Hands with Senior** Leadership Team: (all employees, online): Q4 Performance, Q1 Priorities, Q&A

**Senior Leadership Team** Roadshow (all colleagues): Strategic Updates, Q&As

Intranet stories/digital signage/ kiosks/mobile app: Yearly **Employee Recognition Awards** 

**Print:** Yearly Employee Recognition Awards special edition of magazine, posters about winners







