

Sample internal comms plan for an airline company



workvivo

by zoom

January

- 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

February

- 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

March

- 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

April

- CEO Message** (all employees, 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

May

- 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

June

- 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

July

- 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

August

- 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

September

- 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

October

- CEO Message** (all employees, via email): Let's Go Q4
- Manager briefing sessions** with teams: goals, challenges, feedback
- Intranet stories/digital signage/kiosks/mobile app**: Focus areas for Q4
- Print** (magazines, posters, leaflets): employee-led stories about Q3, and what's to come in Q4

November

- 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): Ground Crew Magazine Takeover

December

- 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