



## BOXED SERVICES

\$45K

### Your time commitment

Program sponsors (this is usually the risk management team or business continuity team) will be needed. You may also consider including the internal brand team, and/or internal communications.

## Make them care

Inspire true adoption with a cohesive engagement strategy — one that grows the interest and commitment of your program participants. The Awareness boost contains all the tools you need to promote your BCM program, drive adoption, and maintain commitment throughout the year.

Here is what you get.

- Evaluation of any current awareness efforts
- A program brand, logo, and color palette
- A program tagline
- Analysis of target audience and development of key program messages
- A campaign to outline core program activities including:
  - Four branded email templates and marketing copy
  - Deployment of emails (4)
  - Email performance metrics
- Program awareness poster
- Branded PowerPoint presentation theme

## Results

Greater understanding around the purpose of BCM as an initiative and clear, consistent communications resulting in increased awareness of upcoming program activities.

*All materials and presentations used in these workshops have been standardized for all engagements and industries. Customization is available for an additional cost.*