Newsroom: Mail to users 1

Dear Colleagues,

In an agile, ever-changing and volatile communications environment, transparent, aligned and efficient planning of our global communication activities is indispensable and key to further enhancing our image as a _____ (insert adjectives) company as well as a _____ (insert adjectives) employer.

This is why _____ (insert name of Head of department) decided to implement a planning tool that can be used to track major external communication items easily and comprehensively. _____ (insert further reasons)

Our objective was to provide you with a tool that meets the most demanding requirements regarding usability, performance as well as responsiveness. We have therefore tested a number of planning tools. The new tool has been up and running in a test environment since _____ (insert date) and has proved suitable for our needs.

Its name: newsroom. It is clearly presented, intuitive to operate and highly responsive. There are already approximately _____ (insert number) users from _____ (insert number) countries working with it on a daily basis.

We are sure that it will help you to plan, organize, and track your communications activities. Furthermore, it will strengthen our collaboration and thereby unlock further potential for integrated communications.

Based on the results of the test run, _____ (insert name of Head of department) made the following decision:

Starting _____ (insert date), it will be mandatory for all of us as communicators to file, plan and coordinate their communications activities in newsroom:

This includes major external events, e.g. main trade fairs such as _____ (insert names of trade fairs), _____ (insert relevant events), product presentations, opening or groundbreaking of new locations etc., especially those major events/conferences/fairs attended by members of the Executive Board/managing Directors/senior management, for example as (keynote) speakers etc.

In addition, the following communication activities are to be entered:

- Major press releases, e.g. financial results, investments, new products etc.
- Interviews with members of the Executive Board/managing Directors or other senior management
- Merger and acquisition topics as well as divestment topics, but: always keep confidentiality in mind – use the internal project name
- Critical and crisis topics, e.g. restructuring at locations, recalls etc., but: always keep confidentiality in mind – use the internal project name
- Relevant "triggers" that can be used to position _____ (insert company name), e.g. United Nations Climate Change Conference, World Water Day, World Environment Day etc.
- Major activities of associations and public affairs, e.g. _____ (insert examples), plant visits by important politicians etc.

We are counting on your support to implement this decision. Thank you for using newsroom!

Start your day with a look at our newsroom. Let's make it a success story – together!

To get you started, _____ (insert name of department) will invite you to participate in one of our "question-and-answer sessions": _____ (insert date and time). We will send an official calendar-invitation within the next few days.

To sign up for newsroom, please contact _____ (insert name and contact information).

We are looking forward to receiving your feedback to help us keep on improving newsroom.

Please forward this message to all of your colleagues who are not on the distribution list and should know about newsroom!

Newsroom: Mail to users 2

Dear all,

In an effort to align the communications activities of our units even more closely we have introduced a new tool named newsroom.

How to login

- Link to newsroom: https://xxxxx.newsroom.works/login/index
- Login: first letter of your first name.your last name (e.g. x.yyyy)
- Password for 1st login: xxxx | Change your password immediately in your settings.

Why to use

From now on, newsroom will be our 'one-stop-shop' for communications and marketing.

BIG PICTURE	You have the overview of all our internal and external activities.
FILTERING	You can filter all our activities according to your needs/interests.
ALIGNMENT	You are able to spot entries that are relevant for your projects and align yourself with your colleagues.
SYNERGIES	You create synergistic effects. Select key stakeholders from other units also have access rights.

How to use

1) General

	Internal/external events	Internal/external communication activities
Registration in newsroom	Yes	Yes

Responsible for registering in newsroom	Yourself	_____ (insert name of department) Please contact us whenever you are planning communication activities!
How to register an activity in newsroom	1. Login 2. Click on "Events" (top left) 3. Click on "+ Create event" (top right)	--- Done by _____ (insert name of department).
Deadline for listing items in newsroom	Please list your initial items by _____ (insert date), then ongoing	Ongoing

2) Questions

I encourage you to familiarise yourself with newsroom on your own. Should you have issues/questions please call Hannes Boekhoff: +49 511 410 448 57 or Joachim Schenk: +49 511 410 448 49 (newsroom support) or send them an email to system.xxxxx@newsroom.works.

Alternatively, please contact _____ (insert name and contact information) who is your contact for comments, improvement ideas and new event tags.

'Garbage in - garbage out' – the system is only as good as the entries you make.

I look forward to continue working on our projects together with you and our newsroom software.