TO: Communications Department

FROM: Smokie Lee, Manager of Communications

DATE: October 16, 2015

SUBJECT: Developing Channels of Communication for Our New Product Launch

We've been tasked with a new project to help Research & Development (R&D) communicate with various departments regarding a new product they have developed. Because we are a new department with newer employees and we need to act quickly on this project, I have provided below a detailed summary of the audiences with which we need to communicate and my suggestions for the most effective channel of communication with those audiences, followed by recommendations for how our team can collaborate on this project.

**Audience: All Employees**

Our largest audience is the one that encompasses all our employees at every level of the company. This diverse group includes lay, high and low-tech audience members and will need to know as much general information as possible regarding the product's purpose, specs, pricing, and launch to build excitement within the company and generate buy-in.

* **Channel: Intranet website** - For all employees, we will provide an intranet site with general information regarding the product and its launch. This intranet site will only be available to them while accessing a corporate device (computer, cell phone or tablet). An intranet site is best for such a large and diverse audience because it can be updated with new information as it becomes available.
* **Channel: Fliers** - Since not every employee has access to a corporate device, we will also be providing/posting fliers at key points in the launch process and directing all department managers to post certain emails in break areas to improve access. Posting at key points in the launch process ensures we are publishing correct information since things change so quickly. We'll need to identify those key points.

**Audience: Upper Management**

Our most important audience is upper management, as they need to approve the funding to mass produce our new product. Our upper management is a most lay audience, but it is not homogenous. Therefore it is vital we communicate how this product will help the future of the company and what it will need to be successful to an audience of varying technical expertise.

* **Channel: Report** - A comprehensive report of the product's use cases and relevance to the industry will be created for upper management as this should provide enough information for all levels of upper management to make a decision. This report will be accessible both digitally and as a paper copy.
* **Channel: Presentation** - An oral presentation of the comprehensive report once it is completed will be conducted as well, to provide an interactive channel of communication to upper management and a forum for answering questions or addressing any concerns they might have. Telecommunication can help us present to upper management in all geographical locations.

**Audience: Sales and Marketing**

Sales and marketing needs to know what the product is, how it works, and use cases for the product in order to market it effectively to both current and future customers. They will need both technical and non-technical information, as they will need to communicate with both types of audiences.

* **Channel: Website/landing page** - A website will be created with the information sales/marketing needs to communicate to customers. This website will be available to external customers as well as internally to employees. Just as with the intranet site, this will allow us to update communication channels quickly as information becomes available or changes. We can also use some of the same information for both the intranet and external websites or other channels, also known as single sourcing.
* **Channel: Videos** - In addition to a website, we will create videos providing information about the product and demonstrating features if applicable. These videos will be available on the website providing additional contextual information when users need it and should be suitable for both technical and non-technical audiences.

**Audience: Tech Support**

To provide support to our customer base, our Technical Support department will need continuous access to thorough technical information regarding the product and its usage. Any modifications to the product or usage of the product must be communicated to the technical support team as soon as possible.

* **Channel: Intranet tech support site** - We will provide an internal technical support site with detailed information regarding the construction, production, and usage of the product. This support site will only be available to tech support employees accessing the site on a corporate device (computer, cell phone, or tablet) and has all the previously stated advantages.
* **Channel: Videos** - Based on feedback from technical support, we will create videos providing information tech support deems necessary to communicate to customers and/or support engineers. These could include but are not limited to maintenance & repair instructions, product demonstrations or safety precautions.

We need to move quickly to get the report to upper management so they can determine the scope of the product launch. This means working closely with various departments and offices to collect the information needed, as well as collaboration within our team to divide the work up effectively; I am open to any suggestions you have to improve our current collaboration practices.

We will be having daily stand-up meetings every morning to discuss where we're at in the process. These meetings will last no more than 15 minutes and will require everyone to give a brief update on what they're working on and any concerns they have about their work or the project as a whole. We will also have a weekly 30 minute status meeting on Fridays; this longer meeting should allow us to coordinate our work for the following week.

I will setup a meeting for **Tuesday, October 20**, to go over the project in more detail, assign work, and answer any remaining questions you might have.