

## Recognition Program Launch Ideas

Holding a launch can help to generate early interest and participation in your program. A face-to-face launch is a great way to get employees together in a room, to break down barriers, create relationships and generate enthusiasm.

Promotional and support materials can be used to generate awareness for the launch. Here are some points to consider to get you started:

- ★ Hold a celebration or event
  - Can be a breakfast, lunch or piggy-backed onto an existing meeting
  - Can be formal or informal
  - Can be held on-site or off-site
  - Ensure the location is central and accessible by the majority
- ★ Include senior team members and all employees
- ★ Invite the Minister or Deputy Minister to attend
- ★ Promote the event via e-mail, posters, flyers, website, newsletter, etc.
- ★ Invite a few engaging speakers to generate interest and support, and to excite employees
- ★ Include a content expert to explain details of the program – provide enough information to peak interest and let attendees know where they can go for more information (e.g. website, bulletin board)
- ★ Engage employee's hearts and minds.
- ★ Use visuals in varying formats to communicate key messages, engage interest and increase impact.
- ★ Emphasize that the program is for employees, by employees and that everyone has a role to play
- ★ Emphasize that the program is based on employee preferences as indicated in the needs assessment - Step 3 in this tool kit.
- ★ Make linkages to department values and business objectives
- ★ Consider a way to reach everyone in all offices if not everyone can attend the face-to-face launch. Provide a promotional road show or mini-launches in key regions. You can also provide a video-clip on the website or a photo gallery from the event.

After the launch – Continue the Momentum. Communication efforts shouldn't stop after the launch event is over. Continue distributing messages and information throughout the life of the program to keep employees interested and participating. This could be in the form of displays in key locations across the department, through the department newsletter or website, or a department-wide flyer desk drop.