

MWM Comms & Training plan

Outline



Considerations

This is an initial overview of the communications and training plan proposed for the rollout of the Marketing Work Management (MWM) Program

- The timelines are not fixed and might be subject to change
- The detailed timelines for individual stakeholders of the project might differ slightly from this proposal
- The training approach is highly dependent on the needs of the individual stakeholders and are yet to be determined in detail
- This general plan doesn't include ad-hoc communications for new releases

Change Management Framework

Platforms

- Emails
- Teams
- Fuse
- Sharepoint
- Workfront
- DAM

People

- Trainers (direct contact with them)
- Change Team members

Sessions

- Kick-off
- Training: Live sessions
- Drop-in

Material

- Onboarding checklist
- How-to-videos
- Guides
- Slide decks

MWM Engagement Plan (I)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
<i>Started in March – still ongoing</i>	Key Stakeholders touchpoints	MS Teams / in person	Key Stakeholders <i>Markets HUB orchestrators Channel SMEs Digital Marketing Operations Delivery Centers / Agencies CDT (transcreation) Audience Team Brand Team Legal Productive and Creative PMO / Traffic Librarians</i>	<ul style="list-style-type: none"> Introduction to change and rollout plan Continuous feedback collection 	<ul style="list-style-type: none"> Hearing their perspective Understanding their process and pain points 	(Access to) Calls where stakeholders are sharing their POV
Connected to the touchpoints	Initial communication to the Leads	Email	Leads of each stakeholder group identified	<ul style="list-style-type: none"> Intro of change team Overview of next steps User confirmation 	<ul style="list-style-type: none"> Intro Alignment and buy in 	<ul style="list-style-type: none"> Timeline overview User list
Connected to the touchpoints	Initial call with Leads	MS Teams	Leads of each stakeholder group identified	<ul style="list-style-type: none"> Introduction Overview of change mgmt. activities for the rollout Timelines 	<ul style="list-style-type: none"> Finalized user list Alignment and buy in 	<ul style="list-style-type: none"> Timeline overview User list Email template
Second week of May	Engagement email	Email	All end users	<ul style="list-style-type: none"> Awareness of MWM rollout / updates Awareness of incoming Kick-off Next steps Digital onboarding Any relevant resources 	<ul style="list-style-type: none"> Raising awareness and manage expectations Engagement First resources sharing 	<ul style="list-style-type: none"> Timeline overview User list Email template Digital onboarding List of resources
To be discussed	Check-ins team meetings / town halls	MS Teams: existing calls	Group specific (overall: all end users)	<ul style="list-style-type: none"> Awareness of Change Team and MWM rollout / updates Q&A 	<ul style="list-style-type: none"> Awareness Engagement 	<ul style="list-style-type: none"> Access to Live sessions on MS teams

Engagement email details



Dear all,

We are pleased to announce the upcoming launch of our new platform for Campaign management. As you may already know, the **MWM global rollout will go live on 3rd July 2023**. We are excited for this change as this integrated solution will improve our Content Supply Chain efficiency and allow you to reap the benefits of more visibility and transparency in the end-to-end marketing process. This solution has also been designed based on the Global Campaigns Deployment SOP and it will help markets, hubs and central teams to easily action the SOP's requirements.

We are aware that this represents an impactful change, hence we are willing to embrace this journey with you all. Concretely, this means supporting you along by providing guidance and training, and ultimately assisting you all in this transition phase towards a new way of working.

What is to be expected in the coming days and weeks?

You will soon receive invites for kick-off sessions and training (demo) sessions, as well training materials to help you learn about your new processes. You will also receive the necessary accesses to the relevant platforms in due time. Keep an eye on your mail inbox for follow-up communications regarding the next steps.

A more detailed overview

To give you a more detailed overview of the transition to come, we have attached a slide deck to this email. There you will find a timeline with the incoming key phases, more details regarding our plan, and an idea about how this plan fits into the bigger MWM picture within PMI.

Any change comes with many questions: where to find help and support?

Be assured of our commitment to support you with a smooth deployment. We'll address all your questions during the kick off/demo sessions, onboarding journey, and beyond. We will further communicate how you can reach out to us, where to find all the support resources and how to retrieve the necessary learning materials.

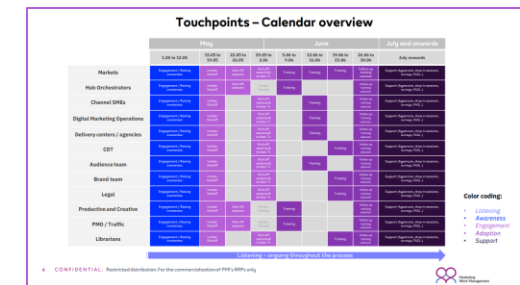
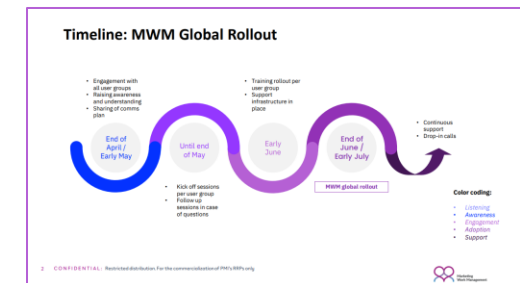
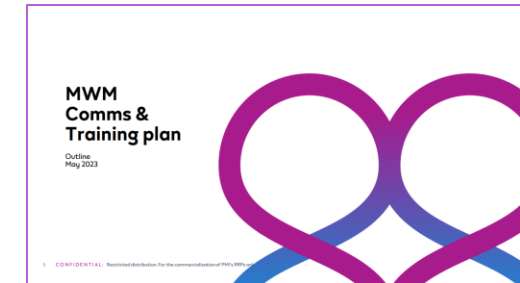
We are happy to support you in this journey towards making work manageable for everyone and we are looking forward to kick-off the activities with all of you.

Best regards,

The MWM Team

Making marketing
hassle-free

CONFIDENTIAL - Phillip Morris International



MWM Engagement Plan (II)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
As required	Further information	Email	Group specific (overall: all end users)	<ul style="list-style-type: none"> Awareness of MWM rollout Explanation of the bigger picture Timelines / Plan / Next steps 	<ul style="list-style-type: none"> Awareness Engagement 	<ul style="list-style-type: none"> Timeline overview User list Email template Digital onboarding List of resources
As required and ongoing	Channel updates on MS Teams	MS Teams: support chats	Group specific or general	<ul style="list-style-type: none"> Awareness of MWM rollout / updates Awareness of the chat goal Officially open the chat for requests / questions Sharing documentation and details Reminder: Digital onboarding + Resources 	<ul style="list-style-type: none"> Engagement Alignment Resources sharing Users support 	<ul style="list-style-type: none"> User List Channel set up Messages template (for the chat) Digital onboarding List of resources
May 15 to 19	Invitations to kick off sessions	Email / calendar invite	Each stakeholder group <i>Markets</i> <i>HUB orchestrators</i> <i>Channel SMEs</i> <i>Digital Marketing</i> <i>Operations</i> <i>Delivery Centers /</i> <i>Agencies</i> <i>CDT (transcreation)</i> <i>Audience Team</i> <i>Brand Team</i> <i>Legal</i> <i>Productive and Creative</i> <i>PMO / Traffic</i> <i>Librarians</i>	<ul style="list-style-type: none"> Awareness of incoming Kick-off Invitation to learn more about the upcoming change and ask questions 	Users confirm attendance	User List

Kick-off meeting email details



Dear all,

As previously announced, our new platform for Campaign management will be launched on the 3rd of July.

As this change will be impactful for many of you, we would like to invite you to a kick off session to explain this new procedure and address any question you may have. This call will introduce what this change is about, what you can expect in the following weeks and the resources available to you.

After this session, you will receive a follow-up communication to share all the necessary material and share the next steps. A video replay will be available shortly after these dates.

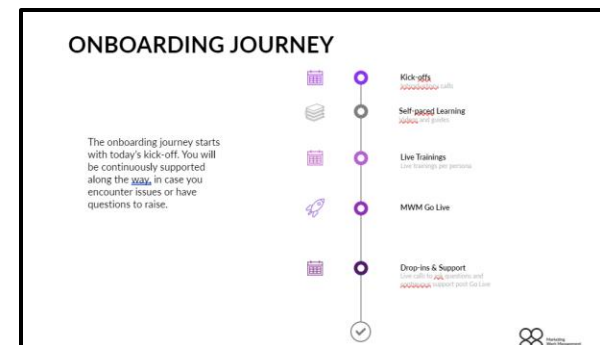
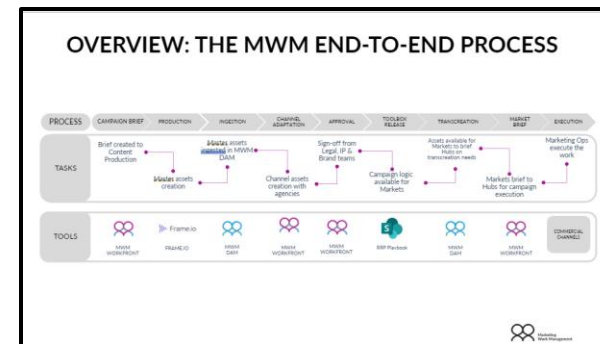
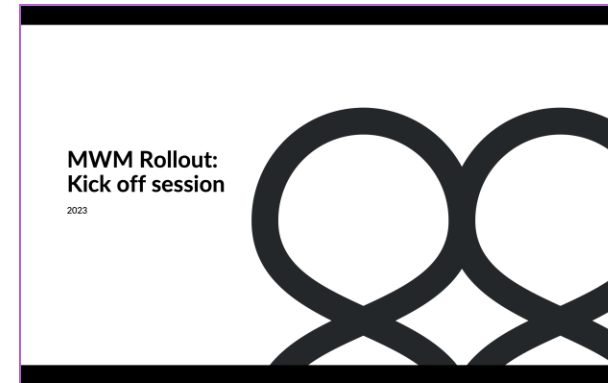
Any change comes with many questions: where to find help and support?

Be assured of our commitment to support you with a smooth deployment. We'll address all your questions during the kick off/demo sessions, onboarding journey, and beyond. We will further communicate how you can reach out to us, where to find all the support resources and how to retrieve the necessary learning materials.

We are happy to support you in this journey towards making work manageable for everyone and we are looking forward to kick-off the activities with all of you.

Best regards,

The MWM Change Team



MWM Engagement Plan (III)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
May 22 to June 2 3 days – one morning / one evening session	Kickoff sessions 6 sessions for all markets	MS Teams: Live meetings	Markets	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 22 to 26	Kickoff session 2 sessions	MS Teams: Live meetings	HUB Orchestrators	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Channel SMEs	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	CDT team	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck

MWM Engagement Plan (IV)

May 22 to 26	Kickoff session	MS Teams: Live meetings	Production and Creative	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Legal	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	DMO team	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Librarians	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck

MWM Engagement Plan (V)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Brand Team	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 22 to 26	Kickoff session	MS Teams: Live meetings	PMO / Traffic teams	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Audience team	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck
May 29 to June 2	Kickoff session	MS Teams: Live meetings	Delivery centers / Agencies	<ul style="list-style-type: none"> • What and why of MWM • How does it fit into the bigger picture • Detailed timeline of next steps • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • Interest and engagement • Info session • Feedback 	<ul style="list-style-type: none"> • SME in the call • Kick-off slide deck

EXAMPLE: ONBOARDING JOURNEY

The onboarding journey starts with today's kick-off. You will be continuously supported along the way, in case you encounter issues or have questions to raise.



Kick-offs
Introductory calls



Self-paced Learning
Videos and guides



Live Trainings
Live trainings per persona



MWM Go Live



Drop-ins & Support
Live calls to ask questions and continuous support post Go Live



A Checklist to Follow

- Attend the introductory Kick-Off session
- Follow the MWM Basics training (videos/guides)
- Attend the training session for your role
- Start using the MWM platform
- Drop-ins and support to ask your questions

Marking what you have done



MWM Engagement Plan (VI)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
Following the respective kickoff session	Follow-up comms of the Kick-off sessions	Email	Each stakeholder group <i>Markets</i> <i>HUB orchestrators</i> <i>Channel SMEs</i> <i>Digital Marketing</i> <i>Operations</i> <i>Delivery Centers / Agencies</i> <i>CDT (transcreation)</i> <i>Audience Team</i> <i>Brand Team</i> <i>Legal</i> <i>Productive and Creative</i> <i>PMO / Traffic</i> <i>Librarians</i>	<ul style="list-style-type: none"> • Thank you for attending • Here are the resources related to the kick-off session (e.g. slides, recording, etc.) • Awareness of next steps (incl. incoming training) • Reminder: Digital onboarding + Resources + MS Teams chat • Feedback form 	<ul style="list-style-type: none"> • Continued engagement • Resources sharing 	<ul style="list-style-type: none"> • User List • Kick-off-related resources • Digital onboarding • List of resources • Email template • Feedback form
Following the respective kickoff session	Invitations to training sessions	Email / calendar invite	Each stakeholder group <i>Markets</i> <i>HUB orchestrators</i> <i>Channel SMEs</i> <i>Digital Marketing</i> <i>Operations</i> <i>Delivery Centers / Agencies</i> <i>CDT (transcreation)</i> <i>Audience Team</i> <i>Brand Team</i> <i>Legal</i> <i>Productive and Creative</i> <i>PMO / Traffic</i> <i>Librarians</i>	<ul style="list-style-type: none"> • Invitation to training – learn how to use the tool / what the new process entails • Awareness of incoming Training • Agenda for the training sessions 	Users sign up for training sessions (choose which one, in case of multiple options)	User List Agenda for training session

MWM Engagement Plan (VII)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
June 5 to 9	Training sessions 2 to 3 sessions	MS Teams: Live meetings	Production and Creative	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 19 to 23	Training sessions	MS Teams: Live meetings	Legal	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 12 to 16	Training session 2 sessions	MS Teams: Live meetings	DMO team	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 19 to 23	Training session	MS Teams: Live meetings	Librarians	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck

MWM Engagement Plan (VIII)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
June 5 to June 23	Training sessions 6 to 10 sessions (depending on breakdown)	MS Teams: Live meetings	Markets	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 5 to 9	Training sessions 2 sessions	MS Teams: Live meetings	HUB Orchestrators	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 12 to 16	Training session	MS Teams: Live meetings	Channel SMEs	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck
June 19 to 23	Training session	MS Teams: Live meetings	CDT team	<ul style="list-style-type: none"> • What needs to be done in each situation & how • Why it is important • How does it fit into the bigger picture • Reminder: Digital onboarding + Resources + MS Teams chat • Q&A 	<ul style="list-style-type: none"> • End users learn and know what to do – feel comfortable using the new tool / process • Adoption • Support • Feedback 	<ul style="list-style-type: none"> • SME in the call • Demo • Training slide deck

MWM Engagement Plan (IX)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
June 19 to June 23	Training sessions	MS Teams: Live meetings	Brand Team	<ul style="list-style-type: none"> What needs to be done in each situation & how Why it is important How does it fit into the bigger picture Reminder: Digital onboarding + Resources + MS Teams chat Q&A 	<ul style="list-style-type: none"> End users learn and know what to do – feel comfortable using the new tool / process Adoption Support Feedback 	<ul style="list-style-type: none"> SME in the call Demo Training slide deck
June 5 - 9	Training sessions 2 sessions?	MS Teams: Live meetings	PMO / Traffic teams	<ul style="list-style-type: none"> What needs to be done in each situation & how Why it is important How does it fit into the bigger picture Reminder: Digital onboarding + Resources + MS Teams chat Q&A 	<ul style="list-style-type: none"> End users learn and know what to do – feel comfortable using the new tool / process Adoption Support Feedback 	<ul style="list-style-type: none"> SME in the call Demo Training slide deck
June 12 to 16	Training session	MS Teams: Live meetings	Audience team	<ul style="list-style-type: none"> What needs to be done in each situation & how Why it is important How does it fit into the bigger picture Reminder: Digital onboarding + Resources + MS Teams chat Q&A 	<ul style="list-style-type: none"> End users learn and know what to do – feel comfortable using the new tool / process Adoption Support Feedback 	<ul style="list-style-type: none"> SME in the call Demo Training slide deck
June 12 to 16	Training session	MS Teams: Live meetings	Delivery centers / Agencies	<ul style="list-style-type: none"> What needs to be done in each situation & how Why it is important How does it fit into the bigger picture Reminder: Digital onboarding + Resources + MS Teams chat Q&A 	<ul style="list-style-type: none"> End users learn and know what to do – feel comfortable using the new tool / process Adoption Support Feedback 	<ul style="list-style-type: none"> SME in the call Demo Training slide deck
Following the respective training sessions	Follow-up comms of the training sessions	Email	Each stakeholder group	<ul style="list-style-type: none"> Thank you for attending Sharing resources Awareness of next steps Reminder: Digital onboarding + Resources + MS Teams chat 	<ul style="list-style-type: none"> Continued engagement Resources sharing Adoption Support 	<ul style="list-style-type: none"> User List Training-related resources Digital onboarding

MWM Engagement Plan (X)

Date	Communication	Channel	Audience	Key message	Outcome	Assets required
3rd July	MWM global rollout	N/A	N/A	N/A	MWM global rollout implementation	N/A
July / August / Sept. To be confirmed, based on requirements	Ongoing support - invitations to drop-in sessions / hypercare / structured feedback / ongoing training	As applicable	Each stakeholder group <i>Markets</i> <i>HUB orchestrators</i> <i>Channel SMEs</i> <i>Digital Marketing</i> <i>Operations</i> <i>Delivery Centers / Agencies</i> <i>CDT (transcreation)</i> <i>Audience Team</i> <i>Brand Team</i> <i>Legal</i> <i>Productive and Creative</i> <i>PMO / Traffic</i> <i>Librarians</i>	Support is ongoing and we want to know how everything is working for you	<ul style="list-style-type: none"> End users know what to do -feel comfortable using the new tool / process End users are supported and have their questions answered Feedback 	User list Feedback form FAQ

Resources we are using



SharePoint

The SharePoint page to collect more information about the MWM platform. The access will be provided to participants in due time



Contacts

[person 1]
[person 2]
[person 3]



Change team

[person 1]
[person 2]



Teams chat

The dedicated Teams support chat to send enquiries and find information. The access will be provided during the onboarding programme

Key asks

- Please support this initiative
- Please encourage your teams to support this initiative
- Please create the conditions for our collective success
- Please keep collaboration and alignment going
- Please keep the feedback loop open
- Help us to become one integrated content supply chain

Support & Hypercare Plan

(NOTE: links to internal only content have been removed)

Content & FAQ

PlayBook
Link

Support Channels

Shared Mailbox

Emailbox@company.com

Teams Channel

Link

Workfront

Support request

Training Platforms

Fuse

Link

Workfront & DAM

Teams Channel

Link

**Ad hoc drop-in and
training sessions**

Training Materials available in June.