



PORSCHE

49th Annual Atlanta Pride Parade and Festival

2019 Porsche Internal Communications Plan

Communications Plan Overview

Objective

- To show Porsche’s support for the LGBTQ+ community and involve employees in Porsche’s first appearance in the Atlanta Pride Parade Festival

Key Messages

- Porsche supports and cares about inclusion and diversity and the LGBTQ+ community
- We encourage you (employees) to learn more and join us in showing our support in this year’s Atlanta Pride Parade
- We are committed to fostering a working environment and business that is inclusive and diverse

Communications Tactics

- ExCo messaging during Q3 Town Hall and call-to-action email
- Outlook emails and calendar invitations
- OPD digital signage
- Porsche Pulse event listings / *PULSE NEWS* feature (bi-weekly e-newsletter)
- Porsche Pulse recap article

Audience

- All PCNA, PFS, PCON and MHP employees, contractors and interns at OPD

Key Dates

- *Thursday, Aug. 15* Save the Date for Atlanta Pride Parade and Festival
- *Monday, Sept. 9* Announcement during Q3 Town Hall with Thierry Kartochian
- *Monday, Sept. 16* Atlanta Pride Parade and Festival Lunch & Learn Event
- *Wednesday, Oct. 9* Email from Klaus
- *Sunday, Oct. 13* Atlanta Pride Parade *(See next slides for more key dates.)*

Evaluation

- # of RSVPs to Lunch & Learn and Parade events
- # of Post-event Qualtrics survey responders following Lunch & Learn event
 - Sentiment/responses within survey results
- # of comments, likes and views on recap article on Porsche Pulse

August / September Communications Plan

Timing

Week of Aug. 12

Week of Aug. 26

Week of Sept. 2

Date	Channel	Description
Thursday, Aug.15	Save the Date: 2019 Atlanta Pride Parade <ul style="list-style-type: none"> ▪ Calendar invitation ▪ Post as event listing on Porsche Pulse ▪ Featured in <i>PULSE NEWS</i> (bi-weekly e-newsletter) 	Announcing Porsche’s sponsorship and employee participation in the Atlanta Parade on Oct. 13. Mentions Lunch & Learn with “Coming Soon” date.
Tuesday, Aug. 27	RSVP for the Atlanta Pride Festival Snack & Chat on Sept. 16 <ul style="list-style-type: none"> ▪ 1st email communication ▪ Post as event listing on Porsche Pulse ▪ OPD digital signage launches and runs through RSVP deadline Sept. 10 	Call for RSVPs to the Lunch & Learn on Sept. 16. All employees who RSVP will receive separate calendar invitation. Deadline to RSVP is Tuesday, Sept. 10.
Thursday, Aug. 29	RSVP for the Atlanta Pride Festival Lunch & Learn on Sept. 16 <ul style="list-style-type: none"> ▪ Included in <i>PULSE NEWS</i> with link to event listing on Porsche Pulse 	Message repeated in bi-weekly e-newsletter
Thursday, Sept. 5	RSVP for the Atlanta Pride Festival Lunch & Learn on Sept. 16 <ul style="list-style-type: none"> ▪ 2nd email communication (Reminder) 	Reminder communication to RSVP to event

August / September Communications Plan

Timing

Week of Sept. 9

Week of Sept. 16

Date	Channel	Description
Monday, Sept. 9	Q3 Town Hall Meeting with Thierry Kartochian <ul style="list-style-type: none"> ▪ One slide in the presentation with a “call to action” 	Thierry will mention Porsche’s involvement in the Pride Festival and encourage employees to attend the Lunch & Learn and participate in Parade on Oct. 13.
Tuesday, Sept. 10	RSVPs for Atlanta Pride Festival Lunch & Learn on Sept. 16 closes <ul style="list-style-type: none"> ▪ OPD digital signage promotion is removed 	RSVPs close and digital signage is removed by 5:00 p.m.
Friday, Sept. 13	RSVP for the Atlanta Pride Festival Lunch & Learn on Sept. 16 <ul style="list-style-type: none"> ▪ Calendar invitation reminder for RSVP’d attendees 	Calendar invitation reminder for RSVP’d attendees
Monday, Sept. 16	Atlanta Pride Festival Lunch & Learn Event <ul style="list-style-type: none"> ▪ Calendar invitation reminder for RSVP’d attendees 10 minutes before event start ▪ Send out post-event Qualtrics survey through email to RSVP’d attendees 	Calendar invitation reminder for RSVP’d attendees 10 minutes before event start

September / October Communications Plan

Timing

Week of Sept. 16 (cont.)

Week of Sept. 30

Week of Oct. 7

Date	Channel	Description
Tuesday, Sept. 17	Call for more Atlanta Pride Parade Participants (as needed) <ul style="list-style-type: none"> OPD digital signage runs through Oct. 9 	Announcing Porsche’s sponsorship and employee participation in the Atlanta Parade on Oct. 13. Mentions Lunch and Learn with “Coming Soon” date.
Thursday, Sept. 19	Call for more Atlanta Pride Parade Participants (as needed) <ul style="list-style-type: none"> Featured in <i>PULSE NEWS</i> (bi-weekly e-newsletter) with link to event listing on Porsche Pulse 	Call for employees to participate in Pride Parade.
Thursday, Oct. 3	Call for more Atlanta Pride Parade Participants (as needed) <ul style="list-style-type: none"> Featured in <i>PULSE NEWS</i> (bi-weekly e-newsletter) under “Reminders” with link to event listing on Porsche Pulse 	Call for employees to participate in Pride Parade.
Wednesday, Oct. 9	Email from Klaus <ul style="list-style-type: none"> Call to action email from Klaus to encourage employees to participate 	Call for employees to participate in Pride Parade on Oct. 13. Klaus explains importance of why we participate.

September / October Communications Plan

Timing

Week of Oct. 14

Date	Channel	Description
Thursday, Oct. 17	Porsche Sponsors 49th Annual Atlanta Pride Parade <ul style="list-style-type: none"> ▪ Recap article and photos posted on Porsche Pulse ▪ Link to article featured in <i>PULSE NEWS</i> (bi-weekly e-newsletter) 	Recap article posted on Porsche Pulse



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