

Step by Step User Adoption Program

Marketing Video Conferencing in your organisation does not require a marketing degree, nor does it require dedicated marketing personnel (unless of course you are lucky enough to have the resources of a marketing team who know this stuff inside out).

We have put together a typical program of tasks/activities designed to spread the word about Video Conferencing and to overcome any negative pre-dispositions held. The most common complaints we hear in companies where Video Conferencing is used sparingly are that many employees didn't know it was available and if they did know it was available, many didn't know how to use it.

Whether you are launching a video program for the first time or revitalizing your existing program, you can use this step by step plan as a guide, picking and choosing the items relevant to your organisation.

Roll-Out Plan

Several months before launch

- Secure executive sponsorship from top company and departmental managers
- Identify your key team members – representing IT, Corporate Communications, Marketing, Facilities and Finance. Meet with them to discuss the roles they will play in the launch and the ongoing success of the video program
- Reach agreement with executives and key team members on the goals for the video program and how success will be measured
- Incorporate the use of video into your travel policy using our travel policy template
- Establish the lead time needed to create any promotional materials
- Determine any budget required
- Set a date for your official launch

1 – 3 months before launch

- Develop & book your end-user training program with us
- Plan and book your show case day with us to make a “splash” at your launch
- Reserve any conference or board rooms needed for training, launch or show case days
- Plan and design promotional activities – add your logo to our poster templates, customize our email announcement, newsletter and intranet content
- Produce any printed materials
- Identify and train your super users throughout your organization

2 weeks before launch

- Send out executive sponsor email
- Send out email or personal invitations to announce training sessions and show case days
- Put up posters in high-traffic areas
- Include information/articles in company newsletter and on intranet

Week of launch

- Set up training rooms and test systems
- Send out reminder notifications for training sessions and show case days
- Ensure Quick User Guides are displayed in all Video Conferencing rooms
- Set up any “Do-it-Yourself” video units and instructions in common areas

After your launch (at regular intervals such as 2 months, 6 months and one year after launch)

- Send out survey to employees to get feedback on training and how they are using video so far
- Plan on-going newsletter articles with tips and guides to encourage continued usage
- Report results to executives as well as employees. Showcase successful video users as your stars

Keep in mind that the success of your video program requires an ongoing effort to drive adoption. New employees need to be introduced to video. And, new video components need to be understood by all. It is important to continue to plan, promote, deploy, measure, and optimize your training and awareness programs.