WORLD MARKET

Management Services, LLC Desktop Deployment Communication Plan

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Desktop Deployment Communication Plan

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Objective

This document defines a comprehensive communication plan that will be utilized to inform World Market (WM) personnel of the desktop deployment project goals and status. The objective of the communication plan is the effective exchange of project-specific information with an emphasis on minimizing the impact to all staff.

Convergent Computing believes effective communication is one of the most important factors contributing to the success of this project. An effective communication strategy is built into our project delivery process. This communication plan is part of the overall project management plan.

Audience

This desktop migration affects all WM personnel. It is imperative that individuals and priority groups requiring special attention are factored into the communication plan.

Communication Strategy

The following sections define the communication guidelines, channels, messaging and modalities.

Communication Guidelines

The project team has discussed the World Market cultural communication preferences and the following high-level guidelines will be utilized:

- Style guide has been provided by WM (Tim)
- Logo has been provided by WM (Tim)
- No language translation is required

Communication Channels

In a preliminary discussion between WM and CCO, the available and effective communication channels are defined as follows:

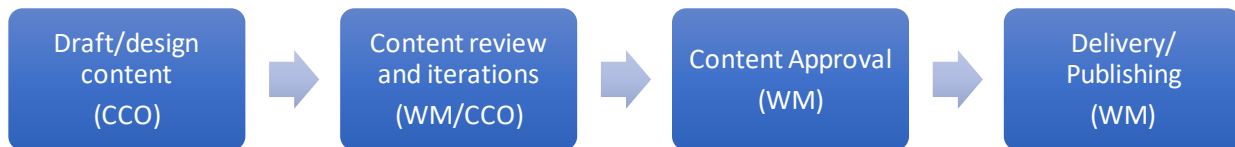| Channel	Description	Content Creation	Delivery Owners
Email	Email will be the primary means for communicating project information to personnel. The final, approved emails will be sent by a WM mailbox owner (Tim) with permissions to send communications accordingly.	CCO	• CCO • WM
User Guide	As the project progresses, we will provide ad hoc materials as needed	CCO	• CCO • WM

Messaging

Email will be the primary means for communicating project milestones to WM personnel. A designated WM mailbox owner will deliver project-related notices. The following table outlines the series of email communications that will reach WM personnel related to the overall desktop deployment initiative.

Name	Audience	Timing	Channel	Content
Email 1 Awareness	All Personnel	[DATE]	Email	• Overview of migration initiative • Energize, engage, set expectations for ease of transition and success • Where to go for questions/support services
Email 2 Readiness Pilot	Pilot Users	[DATE]	Email	• Thanks for being pilot users • Reminder of migration event • Assert low impact on users • Provide additional instructions • Request post-migration feedback • Where to go for questions/support services
Email 2 Readiness	By Migration Group	[DATE]	Email	• Reminder of migration event • Assert low impact on users • Provide additional instructions • Where to go for questions/support services
Email 3 Follow Up	By Migration Group	[DATE]	Email	• Follow up to confirm no issues with migration • Where to go for questions/support services • Request to complete a short survey to track success/issues
Individual Emails	VIP Users	[DATE]	Email	• Coordinate communication through executive administrators

Content Approval Process

All content (e.g., email, user guide, training materials, etc.) will go through the same review and approval process as outlined below:

Draft/design content (CCO) → Content review and iterations (WM/CCO) → Content Approval (WM) → Delivery/Publishing (WM)

This review process should occur over a 24-hour period from draft content submittal to final approval.

Timing for the Communications

CCO recommends sending:

- Email 1 - Awareness message should be sent one week in advance of the pilot. Assuming the pilot is set to start on Monday, 1/17/2022, this initial email should be sent on Monday, 1/10/2022.
- Email 2 - Readiness message should be sent 2-to-3-days in advance of user migration.
- Email 3 - Follow-up message with a survey should be sent to confirm users have been successfully migrated. We recommend including a survey to capture feedback, and this follow-up message can be used to add follow-up instructions if it is determined post-migration tuning is needed.

Modalities

The following email designs have been provided as sample content to be reviewed/approved by World Market staff utilizing the content approval process defined above. The individual emails will be sent to the designated WM "reviewers" in Word format for editing and approval prior to publishing.

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As part of the remaining Separation Program activities currently underway, we will be migrating your Windows computer desktop from the BBBY domain over and onto the World Market domain. This is the first in a series of emails with important details about the upcoming changes to help you prepare and experience a smooth transition.

When Will the Migration Happen?
The migration is scheduled to take place over the next few weeks and we will let you know a few days in advance when your desktop is scheduled for the changeover.

Will I Be Required to Learn a New System?
No. Everything you are used to seeing on your desktop (icons, folders, etc.) will look the same and you should be able to navigate the system as you normally would after the migration occurs.

WHAT'S NEXT:
- Be on the lookout for future emails about the upcoming desktop deployment.
- You will be provided detailed instructions if there are any tasks you need to complete as part of the migration.
- If you have any questions about the system migration, please contact:
  World Market Technology Service Desk
  Email: support.services@worldmarket.comF
  Phone: 510-694-3046

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Hello [Pilot User Name],

Thank you for being one of our pilot users!

To facilitate the separation of World Market from our parent company Bed Bath and Beyond, we will be migrating your Windows computer to World Market services and management tools.

When will this system migration happen?

Your computer is scheduled to be migrated on [DATE].

How will this affect me and my computer?

We will need you to execute some tasks like [X, Y, Z]. Also, the migration will happen [TIMEFRAME]. Once the desktop migration has completed, all Windows applications should continue to operate the same as before the migration.

We will need your feedback on the following:
- Did our communication properly prepare you?
- Did your experience match what we told you it would be?
- Is there anything else you experienced and/or did anything different occur than what we highlighted?

If you have any questions or concerns, please contact:
World Market Technology Service Desk
Email: support.services@worldmarket.comF
Phone: 510-694-3046

Thank you.

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SEPARATION PROGRAM
Desktop Deployment

Hello [User Name],

To facilitate the separation of World Market from our parent company Bed Bath and Beyond, we will be migrating your Windows computer to World Market services and management tools.

When will this system migration happen?

Your computer is scheduled to be migrated on [DATE].

How will this affect me and my computer?

We will need you to execute some tasks like [X, Y, Z]. Also, the migration will happen [TIMEFRAME]. Once the desktop migration has completed, all Windows applications should continue to operate the same as before the migration.

If you have any questions or concerns, please contact:
World Market Technology Service Desk
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Thank you.

WORLD MARKET.
SEPARATION PROGRAM
Desktop Deployment

Hello [User Name],

To facilitate the separation of World Market from our parent company Bed Bath and Beyond, your computer was migrated to World Market services and management tools on [DATE]. You may not have even realized it when you logged into your system after the migration because all of your Windows applications should have continued to operate the same as usual.

In the event you are having any issues or have questions about the system migration, please contact:

World Market Technology Service Desk
Email: support.services@worldmarket.comF
Phone: 510-694-3046

Please take a moment to complete our short survey on the migration process:

[Button Icon is Link to Survey]

Thank you.

Survey will include 3 or 4 questions:

1. *Name [Freeform field]*
2. *Email Address [Freeform field]*
3. *Did your computer migrate to the new system successfully? [Yes/No]*
4. *If not, please explain what issues occurred. [Freeform field]*

VIP Users – Individual Emails

The VIP user messaging will be similar in approach to other WM Separation Program events (samples of which were shared by Tim), and communication as well as migration activities will be coordinated through the executive administrators.

User Guide

End-user training materials will be made available as needed and will utilize a similar template to previous WM Separation Program instructions (samples of which were shared by Tim). In a preliminary discussion between CCO and WM, the following training modalities were discussed.

Modality	Description	Content Owner	Delivery / Publishing
On-Demand	• Quick Guides, User Guides, Step-by-step instructions	CCO	TBD