GO BIG OR GO HOME: HOW TO HOLD AN ETHICS MONTH EVENT

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OVERVIEW

What does an Ethics Month look like and why should you do it.

ETHICS MONTH

Ethics focus for entire month
Multi-faceted approach to bring Ethics messages through various forums
• Communications
• Booths
• Advertising/Marketing
• Giveaways
• Events

Build awareness, recognition, reinforcement
Activities that encourage active employee participation
Show that Ethics is a priority
Tradition
WHY A MONTH AND NOT A WEEK OR DAY?

Our reality:
- Staff: 5
- 11,000+ employees
- 32 square miles
- 1,000 individual facilities

Able to get message to more people
Spread level of effort over longer period rather than packed day/week
November: after start of fiscal year but before Holidays

TOP TEN LIST FOR SUCCESS

10. Find a strong advocate
9. Create a budget and stick to it
8. Sponsor a community-wide event
7. Advertise
6. Assemble a high-performing team
5. Take advantage of modern technology
4. Compliance training
3. Game time
2. Freebies
1. Have Fun

Compliance Today, August 2015, Bill Wong, Walter E. Johnson, Frank Ruelas
PLANNING
How to plan a month-long event, including creating a communication plan, engaging stakeholders, deciding on giveaways (purchased and free), and marketing your event

COMMUNICATION/MARKETING PLAN

- Develop communication/project plan with deliverables and due dates
- Develop key messaging
- Tie communications to messaging
- Identify target audiences
- Highlight objectives
- Develop success criteria
COMMUNICATION PLAN TEMPLATE

Internal Marketing Strategy Template

1. Objectives of the Internal Marketing Plan (IMP)
   A very short summary/outline of the IMP. This should be the pivotal ‘point’ for the program – concise, clear, engaging, and user-friendly.

2. Communications objectives, principles and key messages
   A clear detailed statement of the objectives in communicating, the principles underpinning this strategy and your key messages. These should be aligned with the objectives of the IMP.

BUDGET

Know your budget up front
Start small
Metrics to show success
Consider teaming with other organizations to share the costs
ENGAGING STAKEHOLDERS

Meet with management to get buy-in
Use liaisons to communicate messages/events
Brief board

BRANDING
Using logos and themes to brand your event
WAYS TO BRAND YOUR EVENT

Theme
Logo
Website
Colors

THEME

Ethics is the Bomb

Ethics: It’s a Team Sport
Ethics Check Up
Be an Ethics Super Hero
Putting the Pieces Together

Spotlight on Ethics

Make Ethics a Sweet Success
Ethics: A Game Changer
Rise Above the Crowd

Develop 2-5 ideas
Ideas should be Ethics related but also consider potential products
Get feedback on proposed themes (Survey Monkey)
Get management buy-in for themes
LOGO/COLORS

Limit to 2-3 colors
Orientation (vertical vs. horizontal)
Can it be sized?
Will it work on the products you want to purchase?
Self created vs. paid designer
Low budget: Find someone in your organization that has interest in graphics. Focus on colors and words instead of a logo.

WEBSITE

Have page dedicated to event
Page design/colors should match to logo, colors, themes
Consider using designs/colors throughout your webpage
Post event times/locations and communications
LOGO-EXAMPLES

MARKETING/GIVEAWAYS  How to let the workforce know about your events and want to come!
MARKETING IDEAS

Poster to be posted at all sites
• Highlight dates, theme
• List events
• Low budget: Create in Publisher or PowerPoint and email to sites and ask them to print

Banners: For entrances of sites or main buildings
• Theme
• Dates

Table tents
• Create your own in Publisher/Word to display at company cafeteria, workout facility, etc.
  • Theme, logo, colors

MARKETING EXAMPLES

November is LANL’s Ethics Month
“Ethics: It’s a team sport”
Visit the EA-Ethics website for information on upcoming activities
MARKETING EXAMPLES

COMMUNICATIONS

Newsletter
• Low budget: Create your own in Publisher. Use colors and logo. Email to employees.

All Employee Communications
• Use established venues (daily company communications, manager communications)
• Use liaisons
• Send targeted emails to specific employee groups
• Articles tied to theme or high-risk areas
COMMUNICATION EXAMPLES

PAMPHLETS

Use the event to share pamphlets on services or high risk areas

Use theme colors

Preload pamphlets in bags or similar giveaways

Low budget: Create in Publisher and print yourself
PAMPHLET EXAMPLES

GIVEAWAYS

Tie to theme
Diversify
Make yourself:
• Door hangers
• Coasters

Lesson Learned: You won’t need one for every employee. Think about storage!
EVENTS

Examples of different events and communications used as part of an Ethics Month, including easy to plan events, elaborate events for large groups, newsletters, and surveys.

BOOTHS

Great way to get face recognition for Ethics group

Pick central locations for company

Start of day or lunch

Have banner that identifies Ethics Month

If you are doing survey, consider having laptops/tablets available

Have a 30 second message

Items to hand out
  * Giveaways
  * Pamphlets
  * Candy, Candy, and more Candy
ETHICS PANEL

Select 3-5 senior managers to sit on panel
Facilitator (maybe “professional” facilitator)
Meet with them ahead of time, individually and as a group
Marketing
Allow employees to submit specific questions ahead of time
Focus areas:
• Culture
• Ethics lessons learned
• What ethics means to them
• Keep it “soft”

OTHER

Employee recognition
“Cookies” and Chitchat
Participation Card
Games
Ethics Speaker
Roll out new initiatives
“Ask Management”-Ethics questions
RESOURCES

SCCE, Corporate Compliance & Ethics Week [website]
- Free resources (posters, templates, table tents)
- Logos
- Products for purchase
- Info on other celebrations

Carnegie Council [Global Ethics Day]

JR Resources, 4imprint
- Promotional product companies
- Will customize

Convercent, Compliance games [ideas]

Note: Links are provided for information only and are not meant as an endorsement.
QUESTIONS???

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