



# EVENT COMMUNICATION TEMPLATE FOR ERGS

What can you do to make sure that your colleagues hear about the wonderful events your group organizes? Communication is the key aspect that will help your ERG to grow. This template will help you design event communication tailored to the three main groups you should consider. Depending on your audience, you will want to highlight different aspects of your message.

Based on our experience and feedback from ERGs sponsors it is important to name 3 main groups of recipients of communication about an upcoming event or ERG activity:

1. Employees of the company
2. Line managers
3. Executive sponsors / senior leadership

## TIP:

It is a great idea to include the Outlook calendar invite and attach it to the mail.



## EMPLOYEES OF THE COMPANY

Due to the number of emails received daily, this recipient is most interested in the answer to four main questions: WHAT will be organised, WHEN, HOW to join, and if applicable - WHO will be the speaker/guest/facilitator. Use and adapt the templates below to prepare communication about your events.

You can start this with the info about your ERG.

- **WHAT:**
- **WHEN:**
- **HOW to enroll:**
- **WHO will be the speaker** (optionally include their bio)
- Contact person in case of questions



## EXAMPLE

**Professional Women's Network** invites you to the inspiring webinar "**Woman in IT**" featuring **Lisa McDonald**. The Head of the IT department in our organization will share her story of building a successful career in the IT business and provide us with tips we can use.

- **WHEN:** 15th Dec 2021 10:00–11:00 a.m. CET
- **HOW to enroll:** by filling in the survey (link)- dial ins will be provided to enrolled participants
- **Meet our speaker:**  
**Lisa McDonald**  
*Head of IT department at ABC Company*

Lisa is an experienced industry leader and she spent more than 15 years in various information technology roles. She graduated from Cambridge University Trinity College and her first job was a Junior Developer. She currently provides leadership for the continued development of an innovative and secure information technology environment throughout our company. Lisa has numerous certificates confirming

her competences in the IT industry but also a long list of successful projects.

If you have any questions, please feel free to contact Paul Nowak at [nowak.p@abc.com](mailto:nowak.p@abc.com).

## LINE MANAGERS

This group of recipients is responsible for employees' daily workload which determines if employees can allocate time to join your event. **This communication should encourage managers to cascade the communication down to their teams** and suggest they include a short personal message that highlights the benefits of participating (e.g., the importance of this event and how it may impact their careers). When crafting a message to the managers, you may also include a statement about how important managers' support in providing opportunities for professional development for employees.

The key point is to also include the link to full communication about the event (in case ERG uses the communication platform e.g Yammer) or the original invitation email.

**TIP:**

1. Don't forget to invite line managers at the beginning of the message.
2. It is a great idea to include the Outlook calendar invite and attach it to the mail.



**EXAMPLE**

Dear Manager,

I am reaching out to let you know about a great professional development opportunity for your employees. Professional Women's Network organizes a webinar featuring Lisa McDonald, the Head of the IT department in our organization. Lisa will share her career story and there are many people on your team who can benefit from her insights and tips.

It would be great if you could share the webinar invitation with your team including a short personal message to encourage participation.. Your support really matters! Can we count on you?

Please find details and the original invitation below:

<original communication goes here>

**EXECUTIVE SPONSORS / SENIOR LEADERSHIP**

**This should be a unique invitation!**

You want to encourage your executive sponsor and other leaders to participate in the event and even share their own experience. The presence of senior leaders is a great endorsement as it increases the prestige and visibility of your ERG and, consequently, it will help you build support for your group.

This communication needs to be short, stick to the point and include info regarding what makes this event unique e.g. this is the first such an event, there is a famous or experienced speaker or the topic is extremely important to your organization.

This communication may also include a statement highlighting that employees really appreciate the opportunity to meet their leaders at such events as it allows for authentic, open discussions on D&I topics.



**TIP:**

This message should be sent by the ERG leader(s) or experienced members who can answer questions about the event. Easy "reply to" will allow the leader to contact them directly.



**EXAMPLE**

Dear Leader/ Hi XXX (in case of ERG sponsor as an recipient)

Our organization wants to highlight and strengthen the leadership of women in the industry. Professional Women's Network (PWN) organizes a webinar featuring Lisa McDonald, the Head of the IT department in our organization. We want to in-



spire our employees, in particular women, to reach ambitious career goals.

We would like to invite you to participate in the event and, if possible, to share your thoughts on the importance of equal treatment of women in business. You could also support our efforts by sending a personal message (email, audio or a short video) to webinar participants that we will share during the event.

We really appreciate your ongoing support for our initiatives and the PWN itself.

Please find details and the original invitation below. I am happy to answer any questions you might have.

<original communication goes here>

