DRIVING EMPLOYEE ENGAGEMENT AND DELIVERING VALUE

DIGITAL MONITOR CONTENT DEVELOPMENT

Manhattan Associates®

AGENDA

SLIDE/VIDEO PREP

What you need…

1. MA Brand Guidelines including brand colors/palette

2. Logos and program graphics (WIN, PRISM, MA Connect, etc.)

3. Arial font

4. Sample slides/examples

5. Branded slide templates

6. Basic understanding of PPT

Plus content!

DRIVING EMPLOYEE ENGAGEMENT
Employee recognition matters!

1.

"General" location monitors

Anniversaries

New Hires

Misc. (<u>very</u> interesting employee news)

Senior Leadership Awards/Recognition

Spirit Award Winners (by quarter)

President's Club Winners

President's Club Event Photos

2.

Department/Team Specific Monitors

Customer Appreciation by Team/Department
(Quotes from customers' appreciation emails)

Celebrations (special events such as potlucks, outings, etc.)

Employees outside work (e.g., climbing Mt. Everest)

INFORMING

Delivering Value to Employees (Pulse Survey Results)
(What employees said they wanted more of…)

1.

Future innovations
64%

2.

Product Updates
45%

3.

Industry Trends
42%

4.

Customer Stories/Case Studies
36%

5.

Customer Wins
33%

6.

Team Updates
24%

RECOMMENED DIGITAL MONITOR USAGE BY CATEGORY

Delivering value/information to employees

1.

Event notices/announcements

2.

Employee recognition

3.

HR program news

4.

Post-event recaps

5.

Industry events/news

6.

Product news

To come: More product news, innovation announcements, industry trends/insights, customer wins, customer success stories

SLIDE/VIDEO DEVELOPMENT

Best Practices for slides/videos in "general" locations

Use branded templates, MA brand colors and Arial font for consistency

Single slides can be uploaded to the Reach system. Videos should comprise 2 – 4 slides (there can be exceptions)

Determine if monitors are located at a "point of wait" or a "point of transit"

- Copy can be a longer for a monitor at point of wait

Apply the 3 x 5 rule (no more than 3 lines of copy, with no more than 5 words in a line, or vice versa) whenever possible

Avoid fancy animations/transitions as they distract from the message, but using the "fade" transition looks nice

Increase the frequency of a slide/video in the rotation as the event date nears, if desired

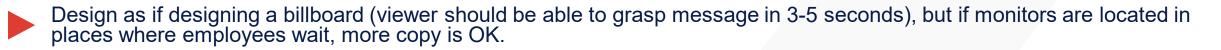6 – 10 slides/videos in rotation at any one time

Rotate "evergreen" videos to keep them fresh

DESIGN STRATEGY

▶ Use the branded templates and Arial font.

▶ Headline, images, body copy and colors all need to work together to communicate the message. Establishing a visual hierarchy with the various design elements helps lead a viewer *through* the message in a logical, intuitive way.

▶ Design as if designing a billboard (viewer should be able to grasp message in 3-5 seconds), but if monitors are located in places where employees wait, more copy is OK.

▶ The size of each element denotes its importance to the reader — the larger it is, the more important it should be to the message.

▶ Color is a great way to catch the viewers eye. Use contrasting colors to aid the readability of the text and vary the color palette of videos that are on screen at the same time.

▶ Tie visuals to visuals used in emails, posters, etc. for consistency and greatest impact.

▶ If you feel that the slide will be enhanced through the use of animation or transitions, do so judiciously. "Fancy" formatting can distract from the message. Using the "fade" transition from slide to slide looks nice.

CONTENT/COPY STRATEGY

▶ Where are the monitors located – at a point of wait or a point of transit?

- Monitor content at a point of transit should be very brief. Think of the slide as a billboard as you are driving on the highway.
- Monitor content at a point of wait can feature copy that is longer, but try to use the rule of 3 x 5

▶ The rule of 3 x 5 is 3 lines of up to 5 words…or, 5 lines of up to 3 words

▶ Decide if you will show the same content on all monitors, or different content on certain monitors. Perhaps you want to show team/department content on a monitor that is located in a specific team/department location.

▶ For pre-event announcements, use a strong, eye-catching headline with a subhead and just a few lines of copy.

HOW TO CREATE A VIDEO FROM SLIDES IN POWERPOINT

▪ Individual slides can be uploaded to Reach…if there is more than two slides, create a video

▪ **To create a video**, finish your slides. Then click "File"

- In the left hand menu, click on "Export"

- Click on "Create a Video"

- Leave settings as is but adjust the slide length…5 – 10 seconds per slide

- Click "Create Video"

- You may need to rename the video (if you see a message that says you need to save to a different location, you don't need to do this)