

BE

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AWARE. EDUCATED. TOGETHER.

Goals

- To raise global awareness
- To create and educate potential partnerships for research
- Create conversation

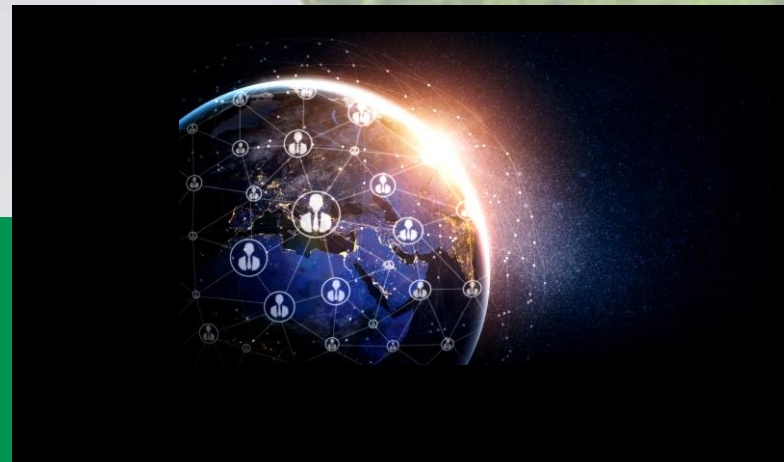
Challenges

- How to approach large audiences with different backgrounds and varying situations, guidelines and regulations
- How to engage people to International SOS Foundation's purpose
- Will a one time campaign have big enough impact to achieve our goals?



Target groups

- Large audience
- B2B-audience (HR, HSE & C-suite)
- Next generation B2B-audience



How will we achieve our goals

By creating and educating potential partnerships for research.

Through different kind of actions, we will engage people to International SOS Foundation's purpose and bring people together to create conversation globally, that doesn't necessarily require physical meetings.

By encouraging foundation to use different ways to approach different target groups.

A badge and a newsletter

- ISF advocate -badge for those who have completed a certain amount of trainings and webinars/seminars. The International SOS Foundation can determine more specific qualifications in order to get a badge.
- Opportunity to subscribe a newsletter for those who have completed a training or attended to a seminar. Newsletter could be sent every two months and it would contain:
 - Changing current main topics (e.g. mental health, hybrid working and health & security)
 - Frequent sections such as information about future trainings, seminars, researches and ISF advocate –badge graduates.

How to measure?

- Monitor webinar/seminar and training registrations: do they increase?
- To support this kind of monitoring there should be a survey at the end of webinar/training/seminar to find out how did they find out about event? For example via newsletter, social media, our home page, friends etc.
- Monitor amount of subscribers and opening rates and CTA's of the newsletter
- To measure the popularity of the badge the course attendees has to apply for it. How many applications do we get?



Erin Example
ISF advocate 2021

Erin Example has attended five of our educational events and is now a ISF advocate and part of International SOS Foundation network



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Community

Create a chance to join a global ISF-community for those who have attended to our trainings/seminars which increases awareness. ISF -advocates are automatically members of the community.

Why?

- This would make it easier for participants to interact with each other and most importantly – with the foundation
- Participants of the community gets the first hand info about new trainings, new researches and news
- Gives a change to wish new research topics and participate for example quantitative research
- Creates conversation around important subjects, spreads knowledge between different point of views
- Special discounts for registered users

What has to be done:

- Website for the community, with it's newsfeed
- Conversation platform for registered users
- Moderators from the foundation
- Promote it along with the trainings and seminars

How to measure?

- Set goals to the amount of active members and registrations and monitor them
- Follow the amount and quality of conversations

University cooperation

- Select few big universities which have a leading quality of education and research around the world (e.g. Cambridge, University of Jyväskylä and Sorbonne university) and propose cooperation:
 - The International SOS foundation will give free presentations, training and seminars for the students to educate and raise awareness of the importance of the research in field
 - Offer research themes or subjects for students
 - Students will do the research in the form of thesis or doctoral research
 - Students are the next generation, where we can have an early impact

How to measure?

- Ask feedback about given training and cooperation
- The amount of cooperation with universities (how many? What kind?)
- The amount of participants at given trainings
- The amount of interest for cooperative theses and doctoral researches

Awareness growth and networking with media

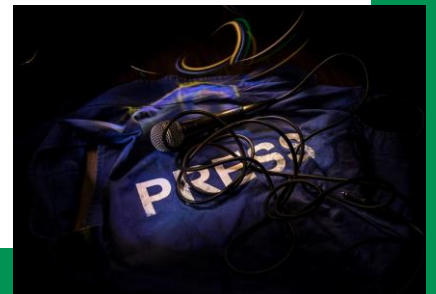
New training courses and webinars specifically targeted to media and communication professionals. This action works as a way to grow global networking with media and communication professionals, raise awareness and familiarity of the foundation.

- Focus on the communicational and newsworthy aspects of duty of care, sustainability and health and security threats impacting global workforce
- Tools and tips: what is media's responsibility and rights when covering these subjects

International SOS Foundation should send press releases and research results more globally for international news agencies: CNN, STT, Reuters etc.

How to measure?

- Amount of participants
- Does this increase our media visibility? Monitoring media hits.
- Feedback from participants
- Do the ways and views of news and communication change after these trainings?



Timeline



- IFS advocate -badge and the newsletter can be executed immediately. Advertisement for these can start right away.
- International SOS Foundation community grows and strengthens by time and will benefit foundation after weeks or months. Community building and advertisement for it can be started immediately. We predict that a realistic estimate for this would be in the beginning of 2022.
- University cooperation is more long term and beneficial activity. We predict that first seminar or lecture visitations would take place at summer 2022.
- Global awareness will increase over time and with regular communication. Training courses or seminars for media representatives and communication professionals could start from spring 2022 and instantly strengthen ISF's network.

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Thank you