

2004 Communication Plan – Actuarial

Objectives

The objectives of this communication plan are to

- Increase communication among the employees in the Actuarial business unit.
- Support the business unit with communication throughout CNA.

Strategies

- Provide the forum for Actuarial employees to receive information about the Actuarial business unit
- Provide information on the Actuarial unit to CNA.

Tactics/Events

- Actuarial reception – is held in the late summer timeframe.
- Officers' meeting – Historically tied to the annual reception.
- Actuarial exams – are held twice per year, and CNA is the host for the Chicago/surrounding areas.
- Forum for the business unit – Bi-monthly postings on the FOCUS CNA 2nd-tier pages.

Communication Vehicles/Audience

- Actuarial reception
 - E-mail invitation/Actuarial employees
 - Signage at the event/Actuarial reception attendees
 - FOCUS CNA article/CNA
 - Trinket to commemorate the event
- Officers meeting
 - E-mail invitation/Actuarial employees
 - Signage/Meeting attendees
 - PowerPoint, presentation materials/Actuarial employees
 - The 2nd-tier pages of FOCUS CNA/Actuarial employees
- Actuarial exams
 - E-mail invitation/Actuarial employees
 - Trinket/desk reminder of the event
 - The 2nd-tier pages of FOCUS CNA/Actuarial employees
- Forum
 - 2nd-tier pages for monthly postings
 - E-mail announcement/Actuarial employees