

# “New Leadership: Same Mission” New CEO Associates Meeting & Benefits Fair

**Virginia Housing**

Communications: Special Event Marketing

**HFA Staff Contact**

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# **“New Leadership: Same Mission” New CEO Associates Meeting & Benefits Fair**

Communications: Special Event Marketing

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## “New Leadership: Same Mission” New CEO Associates Meeting & Benefits Fair

### Brief Description

To create a special event that unified associates under a single, energizing purpose. This event served as a platform to introduce our new CEO’s vision — under the “Same Mission” Virginia Housing has had since inception — creating quality, affordable housing for all Virginians.

The timing of this event coincided with an Annual Associate Benefits Event, so the strategy became to align both events into a mega-event with a shared theme: “**New Leadership: Same Mission.**” A CEO transition is a major organizational event. Internal communication and marketing are important pieces to ensure that transition goes smoothly and that associates buy into the vision.

*“Our integrated approach brought together an all associates meeting and benefits fair under one unified message. By aligning on every touchpoint from internal engagement and storytelling, we created a platform that not only increased engagement with our associates but also reinforced our values that we are all here for the ‘Same Mission.’ This initiative illustrates how marketing can drive both purpose and impact.” – Kyla Goldsmith-Ray, Director of Communications*

### Why It Was Undertaken

The Communications team drove the strategy with a goal to increase associate engagement, bring people together under one theme and to build excitement about this dual-purpose event through multiple internal marketing channels. Key components of the event campaign included initiatives to achieve visibility and engagement with our internal associate audience.

### Marketing Campaign Strategy:

Created a space-themed “mission” concept that played across all channels, including:

**Branded Logo** (designed internally to anchor all marketing)

**E-Newsletter announcements** - Our weekly e-newsletter was a great place to reinforce the theme and deliver the message to all associates. Messaging was reinforced each week leading up to the event.

**Web banners** (intranet) We featured banners promoting the event on our intranet site for the month leading up to the event.

**Environmental:** In-office elevator clings, floor decals, window clings, posters to build excitement for the upcoming event.

**T-shirts for Associates** All associates were given a t-shirt prior to the event and asked to wear it the day of. This reinforced the Same Mission theme and promoted our collaborative team culture.

<https://virginiahousing.cincopa.com/watch/A4HAclOLOO68!A0MD0h9updHi>

**Original videos** Internally produced videos featuring leadership were used to kick off various aspects of the Associates Meeting. This included kicking off the meeting (a big opener) or teeing up each presenter from our various business areas. (shot on iphones and edited internally).

**Kickoff Video** (set the tone and energy for the meeting).

Launch video featuring our Chief Counsel serving as “Mission Control” set the tone and energy for the meeting.

<https://virginiahousing.cincopa.com/watch/A4HAcLOLOO68!AIFDsjdWpZaG>

**Video Introducing New CEO “Preparing Commander for Launch”**

This video shows Chief of Staff and Chief Counsel “Mission Control” introducing our first speaker — our new CEO.

<https://virginiahousing.cincopa.com/watch/A4HAcLOLOO68!AIND3jtPpIWH>

**Video Introducing Volunteer Groups**

Shows Chief Counsel, Chief Financial Officer and Chief of Operations introducing presenters for volunteer group efforts.

<https://virginiahousing.cincopa.com/watch/A4HAcLOLOO68!A4HDlid0pJ3G>

### **Presentation templates for all presenters**

Carried the theme through the meeting slides

### **Presenter Attire:**

All presenters were encouraged to wear theme-based attire provided by communications. This carried the space-themed mission throughout the day and was a fun way to bring energy to the event. Their walk-up songs were also high energy and space-themed to keep the crowd engaged.

### **Gameshow—“Space Cadet Academy”**

As part of the theme of the meeting and marketing for the event, we introduced Space Cadet Academy to test leadership’s knowledge of affordable housing and space-related trivia. This was teased-out in pre-event marketing.

## **What We Have Accomplished**

Using our internal team for all conceptual and executional work, including video shooting and production and graphic design, event planning and execution, channel marketing, scriptwriting, etc.

Our process is replicable, we have done several in-person associate meetings with themes, which changes depending on messaging. Each time we create a new, innovative theme that draws on current events and intended associate messaging.

We used technology to bring in additional presenters, weaved them throughout the meeting by having videos serve as both entertainment and functional introductions to break up the day of in-person presenters.

***Provides Benefits That Outweigh Costs***

We continue to have annual in-person events where we strive to include timely and relevant themes for these events. All collateral, videos, logos, PowerPoint templates, etc. were conceived and created by our internal communications team to eliminate external production costs. The only cost associated with this meeting were usual cost such as A/V (which we would have for any meeting). There were minimal costs associated with printing associated with the elevator decals, floor clings and window clings (\$8,000).

***Demonstrates Effective Use of Resources***

Communications works cross-functionally with internal and external groups. For this event, leadership from across Virginia Housing worked with us to participate in videos for the event, presented content within the requested theme, or agreed to “dress up” to help carry out our “New Leadership: Same Mission” message.

***Achieves Strategic Objectives***

The objective of this special event marketing was to increase associate engagement in the event. This was a highly attended event, with associates walking away having a full understanding of our new CEO’s vision and the mission at hand.

**Conclusion**

This special event marketing for this dual-purpose event began with the creation of a theme, logo and an idea to engage all associates across multiple channels leading up to a very immersive experience at the event itself. These goals were accomplished and exceeded the high expectations we set for ourselves. The level of excitement from associates and appreciation for delivering a cohesive, theme-based experience was shared both during and after the event. The bar has been set, and we will use this model to replicate similar experiences for future in-person events. Since everything was created internally, we were able to deliver a top-notch marketing experience for very little expense.

## Appendix

Logo:



Weekly e-Newsletter:

<p><b>The Press: Fall Associates Meeting</b> <i>Special Edition</i></p> <p>Virginia Housing's Fall Associates Meeting is on Monday, Oct. 16, from 10 a.m. - 4 p.m. at the Richmond International Raceway. This week's edition of the Press is focused on important details that you'll want to know before the big day.</p> <p><b>Wear Your New Virginia Housing Long-sleeve</b></p> <p>These will be available for pickup at HQ at the James River Valley level on Monday, Oct. 7 from 8 a.m. - noon and at VHC 1 in the Executive Board Room Annex on Thurs., Oct. 19 from 8 a.m. - noon. Entries will be on hand for those who did not respond to the sizing poll.</p> <p><b>Donate to IGNITE's Coats For Kids Drive</b></p> <p>Drop new and lightly used coats in one of the bins at the Recovery entrance, and Puritan Cleaners will work with the Salvation Army to distribute them to local families. White coats of all sizes are welcome. There is a special need for coats that fit small children. If you want to donate but aren't at the meeting, please contact IGNITE co-chair <a href="#">Stacie Butler</a> or <a href="#">Wes Thornhill</a>.</p> <p>Don't Miss the</p>	<p><b>Get Your Flu Shot</b></p> <p>Preventive Health will be on hand to administer free flu vaccines for associates who are covered by a Virginia Housing medical plan. Shots will be available for a \$40 fee for those who are not covered by a Virginia Housing plan. <a href="#">Click here</a> for scheduling details and the registration link.</p> <p><b>Weigh in on Virginia Housing's Strategic Plan</b></p> <p>"Thinking about affordable housing over the next five years, what are some areas where Virginia Housing can be most impactful?"</p> <p>Drop by the strategic engagement table near the exhibition hall entrance to provide your response, which will help inform the next strategic plan.</p> <p><b>Get Questions?</b></p> <p>From event parking to food options, <a href="#">this FAQ sheet</a> gives you further detail on everything you need to know about the Associates Meeting.</p>	<p><b>Additional Announcements</b></p> <p><b>Free Spanish Classes for Virginia Housing Associates!</b></p> <p>To celebrate Hispanic Heritage Month, the IDEA Council is teaming up with the Virginia Hispanic Chamber of Commerce to bring you free Spanish language classes, offered over Zoom!</p> <p>There are three different courses, and each meets weekly. While classes began in late September, drop-ins are welcome, and offerings run through the end of October and into November. Additional information and Zoom links are available <a href="#">here</a>.</p> <p><b>Cybersecurity Awareness Month - Understanding Cyber Threats and Their Impact</b></p> <p>Since 2004, October has been recognized as Cybersecurity Awareness Month. This is a time for the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCA) to promote cybersecurity knowledge and best practices. Throughout the month, each week's Press will feature an Information Security Office (ISO) one-pager that advances the same goal.</p> <p>This week's focus is ISO's <a href="#">Understanding Cyber Threats and Their Impact One-Pager</a>, which outlines some of the cyber threats you might come across every day.</p> <p><b>Follow Us</b></p> <p><a href="#">f</a> <a href="#">in</a> <a href="#">@</a> <a href="#">v</a></p> <p>The Press   603 S. Boulevard Dr.   Richmond, VA 23220 US <a href="#">Subscribe</a>   <a href="#">Index/Profile</a>   <a href="#">Contact</a> <a href="#">Feedback</a> <a href="#">Data Notice</a></p>
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**Environmental:**



**Video Links**

**Kickoff Video**

<https://virginiahousing.cincopa.com/watch/A4HAclOLOO68!AIFDsjdWpZaG>

**Video Introducing New CEO “Preparing Commander for Launch”**

<https://virginiahousing.cincopa.com/watch/A4HAclOLOO68!AIND3jtPpIWH>

**CEO Message Intro**

<https://virginiahousing.cincopa.com/watch/A4HAclOLOO68!AwEDek9sv9ge>

**Video Introducing Volunteer Groups**

<https://virginiahousing.cincopa.com/watch/A4HAclOLOO68!A4HDlid0pJ3G>

**Sample PowerPoint Slides**

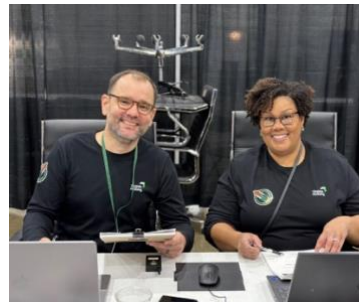
Welcome
Begin with WE: Kyle McDowell
Human Resource Updates
Lunch & Benefits Fair
CEO Message
Programmatic Updates
An Act of Kindness: The IGNITE Council
Space Cadet Academy
Closing Remarks

LEADS:
COSHENA AUSTIN
KATHY HASSELL
AMY JONES
MORGAN FERRELL

20+ years
2,500 children
150 Angels

**T-shirts for All Associates:**

<https://virginiahousing.cincopa.com/watch/A4HAcLOLOO68!A0MD0h9updHi>



Front



Back

**Gameshow-Space Cadet Academy:**



**Presenter Attire:**

