

Corporate Moves: Setting a **Clear** Communication Plan

When it comes to business operations, corporate relocations are significant events that require meticulous planning and coordination. Central to the success of any move is the implementation of an effective communications plan. Ensuring that both staff and clients are kept well-informed not only smooths the transition but also maintains trust and operational continuity. Here, we outline a comprehensive communication plan to guide businesses through the relocation process, ensuring all parties are aligned and informed every step of the way.

Communication Plan for Staff



Pre-Move Announcement:

- **Timing:** As soon as the move is confirmed.
- **Content:** Initial announcement, reasons for the move, benefits to employees, expected timeline.
- **Medium:** Email, company intranet post, and, if possible, a company-wide meeting. This can be done online if necessary, but in-person is often better.



Regular Updates:

- **Timing:** Weekly or bi-weekly.
- **Content:** Progress updates, changes in timeline, what to expect in the coming weeks.
- **Medium:** Email newsletters, intranet updates, quick stand-up meetings.



Detailed Instructions:

- **Timing:** One month before the move.
- **Content:** Packing instructions, new office layout, personal and department responsibilities.
- **Medium:** Email, printed handouts, and detailed meetings with department heads.



Feedback Mechanism:

- **Timing:** Start early and continue through the move.
- **Content:** Create a channel for feedback and questions about the move.
- **Medium:** Suggestion box, dedicated email, regular Q&A sessions.



Final Reminder:

- **Timing:** One week before the move.
- **Content:** Final moving schedule, last-minute details, emergency contact numbers.
- **Medium:** Email and a final town-hall meeting.

Communication Plan for Clients

Objective: Maintain client trust and service continuity throughout the relocation.



Initial Notification:

- **Timing:** As soon as the move dates are solidified.
- **Content:** Notification of the move, reasons, and reassurance of uninterrupted services.
- **Medium:** Email, personalised letters, updates on the company website.



Progress Updates:

- **Timing:** Monthly or at major milestones.
- **Content:** Current progress, any expected disruptions (if applicable), and how they are being mitigated.
- **Medium:** Email, newsletters, phone calls from account managers.



Detailed Instructions for Contact:

- **Timing:** Two weeks before the move.
- **Content:** Information on new addresses, whether phone numbers will change, who to contact for different concerns, any temporary changes in service delivery.
- **Medium:** Email, direct mail, update on the company website.



Feedback and Support:

- **Timing:** Start prior to the move and continue after settling in.
- **Content:** Encourage feedback on how the move could affect them, offer additional support during transition.
- **Medium:** Dedicated phone lines, email, through account managers.



Post-Move Update:

- **Timing:** Once settled in the new location.
- **Content:** Confirmation of successful relocation, any new capabilities or enhancements resulting from the move.
- **Medium:** Email, newsletters, updates during routine calls or meetings.



Conclusion:

Navigating a corporate relocation demands not only logistical precision but also clear and consistent communication. At Doree Bonner International, we understand the critical role communication plays in minimising disruption and maintaining productivity during such transitions. Our expert office relocations teams are equipped to support your corporate move with professional planning and execution, ensuring a seamless transition with comprehensive storage solutions tailored to your needs. Contact us to discuss your corporate relocation needs, and experience a move that aligns with the highest standards of efficiency and communication.

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