

The *Moving Forward* Communication Platform

Staying connected and communicating with employees as we navigate the new normal



Willis Towers Watson's new *Moving Forward* communication platform gives companies a way to communicate with and support employees adjusting to new ways of working. The site offers a central location for all of your company communications related to the new normal and is:



ENGAGING

Fully branded experience



TURNKEY

The site leverages COVID-19-focused content so it can be launched quickly



MOBILE

Works like an app on smartphones (and is viewable on PCs and tablets, too)

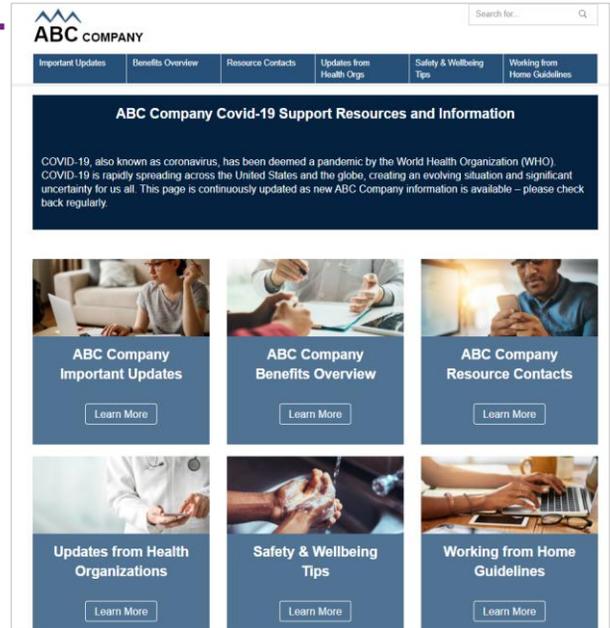


MEASURABLE

Data analytics offer insights (hits, usage patterns, level of engagement) to drive ongoing communication and engagement strategy

The platform offers:

- Starter content in English and French
- Content management access for up to two administrators within your organization
- Modules for configuring calls-to-action, site navigation, news, events, FAQs, videos and more
- Unlimited document uploads
- A photo and icon library of 100 images and two icon sets
- 24/7 access on PCs, tablets and smartphones (iOS and Android)
- Standard site analytics module
- Additional analytics via client-managed Google Analytics token tagged to the site
- Standard technology hosting, system upgrades and support



Starter Content Kit Delivery Options

<p>OPTION 1</p>	<p>Microsite with starter content (content tailored and managed by you)</p>
<p>OPTION 2</p>	<p>Communication & Change Management Team support to tailor and maintain content</p>
<p>OPTION 3</p>	<p>Content starter kit* in MS Word with periodic updates</p>

*Current Willis Towers Watson microsite or HR portal clients receive the starter content at no charge. Implementation and any content tailoring fees apply.

The NEW *Moving Forward* Communication Platform

Staying connected and communicating with employees as we navigate the new normal

OPTION 1

**Microsite
with Starter Content**
(Hosted on WTW EXP Lite Platform)

OPTION 2

Starter Content
(Integrated into an Existing WTW
HR Portal or Microsite)

OPTION 3

**Starter Content
– MS Word Kit**

Available as

A Single Language Platform



OR

A Dual Language Platform



Includes

- Website implementation
- Content Starter Kit, with content updates managed by the client
- Consulting and project management fees
- Hosting fees until December 31, 2020

Includes

- Portal/microsite integration
- Content Starter Kit, with content updates managed by the client
- Consulting and project management fees

Includes

- Content Starter Kit as an MS Word document
- Periodic WTW-provided Starter Kit content updates (2-4 updates focusing on legislative changes and the evolving environment)

Optional Add-Ons

- Content tailoring, new content development and/or ongoing content updates managed by our C&CM team
- Technical reviews, where required
- Translation services
- Website redevelopment
- Consulting and project management fees associated with content and/or site development
- Google Analytics reporting
- Hosting fees from January 1, 2021

- Content tailoring, new content development and/or ongoing content updates managed by our C&CM team
- Technical reviews, where required
- Translation services
- Website redevelopment
- Consulting and project management fees associated with content and/or site development
- Google Analytics reporting

- Content tailoring, new content development and/or content updates beyond 2-4 periodic updates, managed by our C&CM team
- Technical reviews, where required
- Translation services for content changes beyond 2-4 periodic updates
- Consulting and project management fees associated with content development



Contact your WTW team for more information and to arrange a demo