

INTERNAL COMMUNICATION

We, EMT

Task setting - expectations and objectives (communication)

The idea was to give the company's summer days a little bit more serious format that also has some results. Not just a traditional gathering during summer days. The intention to do something together, to give a joint contribution to the wellbeing at the gathering venue, however, without having to do too much serious work. A tricky task - you want to work, but not too much; you want to relax, but not like always. A year before, the civil action format was tried by the company, but it did not work. People were not addressed correctly and the communication did not carry the right message. Another way had to be found in order to not make the same mistake again.

Description of implementation

There are many beautiful but messy places in Estonia. We decided to clean up one of them. A place where EMT people could go back and say proudly - we did it! The place was chosen by EMT. So they felt involved from the very beginning. The decision was made in favour of the Vaibla promenade at the Võrtsjärv lake. Together with employees, the works to be carried out and the relevant plans were set. Everything was approved by the local people. On the morning of a day at the end of July, the long-planned works began. By evening, everything was new and beautiful - just like it had been planned before! The beach got a cobble stone promenade, the hilly landscape was levelled, and grass was sown, the ladybird-shaped flowerbeds gave the area a fresh look, from logs, benches for relaxing were built. It was really beautiful!

Those interested in culture prepared an entertainment programme for the evening - in cooperation with Erki Meister, a musical about EMT services was written specially for that day - a face and character was given to the 3G and WAP services, for instance. The top shape was achieved on the stage of the event, after rehearsals in late-spring and the first half of the summer - the audience applauded for a long time after the show, completely voluntarily!

The event was organised under the aegis of Us (Meie) - together we think, together we plan, together we do it, and together we enjoy! EMT is Us.

Result - were the objectives achieved and to what extent

The jointly elaborated format worked. It worked goods well that next year, it will be continued. Everybody is looking forward to it!

The fear that the local people might not be interested in taking part in the event was unfounded. The help and agitation by locals was excellent! As a result of the event, the reputation of EMT among local people has increased by a lot - a familiar soil was created that has contributed to achieving marketing objectives in the area. Thus, the project can be considered a successful internal communication event that served marketing purposes! ☺