

# LAUNCH ACTIVITY PLAN – template

	YES / NO	BUDGET	4+ weeks to launch	3 weeks to launch	2 weeks to launch	1 week to launch	LAUNCH DAY
Teaser, Announcement and Launch communications							
Recruit AIA Vitality champions							
Intranet page							
AIA Vitality Starter (introductory video)							
Screensaver							
Email banners							
Desk Activation Cards (print)							
Offer an incentive to activate i.e. free coffee							
Run a competition i.e. first 3 to earn AIA Vitality Silver Status win a prize							
Share health and wellbeing content (via regular employee newsletter)							
Senior Leader Forums							
What is AIA Vitality Webinar (interactive)							
Onsite Health and Wellness Initiatives (Refer to Rate Card)							