

Sample M&A Communications Checklist

I. Strategic Planning

- Appoint integration team of vetted team, executives, POCs for HR, IT, PR, Ops, BD and IB
- Determine schedule for communication based on deal plans (due diligence, opening, closing) and assign responsible parties
- Create/reissue Press Policy 60 days in advance to employees
- Consider assigning an M&A HR executive at site of acquiree
- Assign internal and external communications documents
 - Letters to employees
 - Letters to customers/call scripts
 - Letters to vendors and subcontractors
 - Town Hall presentation for employees
 - News releases
 - Employee FAQ, Management FAQ and other HR documents
 - Presentation training for supervisors
 - Daily call at 5 p.m.

II. Pre-Acquisition Activities

- Hold all-hands meeting with managers to update and explain process
- Ask managers to meet with their employees and to submit any questions to designated POC to compile

III. Internal Communications and Announcement

- Begin employee communication
 - Distribute letters with press release
 - Post information to intranet
- Begin customer communications
 - Issue letter to customers
 - Schedule face-to-face meetings with customers for week following announcements

Sample M&A Communications Checklist (continued)

- Issue announcement press release to selected outlets
- Post news release to both corporate websites

IV. Human Capital Reassurance

- Hold Town Hall meetings with employees, determine on-sites
- Offer HR meetings for employees to review benefits

V. Ongoing Communications

- Send regular email updates and /or voice mail updates to employees
- Set up employees electronic "question box" to gather questions, concerns and ideas
- Address questions weekly via email, newsletter or intranet
- Set up single POC (in HR) for continued employee meetings
- Consider an informal Employee Leadership Group
- Plan company event to celebrate milestone; present new and legacy employee with awards
- Schedule a media tour with key publications to introduce new leadership team, share vision