

## REVISED

### APPENDIX "B"

#### Communications Protocols and Procedures Outstanding London Ambassador Award

The Award will be presented annually at a Municipal Council meeting prior to June of each calendar year.

#### Background

The Outstanding London Ambassador Award is presented annually to a London resident, business or organization that demonstrates, through their actions, an outstanding contribution to bringing a positive national and international recognition to London that may result in encouraging people to move to London; businesses to invest in London or encourage people to visit London.

The deadline for the submission of nominees is October 31st. Nominations, not selected for the award, would not remain on file.

#### Communications

The Civic Administration, through the City Clerk's Office and the Communications Division, will be responsible for ensuring that information regarding the Outstanding London Ambassador Award is provided to the community by using a variety of communication methods. The key messages with respect to the Awards will be to recognize a London resident, business or to a London resident, business or organization that demonstrate, through their actions, an outstanding contribution to bringing a positive national and international recognition to London that may result in encouraging people to move to London; businesses to invest in London or encourage people to visit London.

The target group for this information would be Londoners, community service providers, local and outside business, small labour, corporations, institutions and youth and young adult groups and organizations.

#### Tools

The following communications tools will be used to undertake the promotion of the Outstanding London Ambassador Award:

- posters/poster distribution
- social media in coordination with festivals and events in London
- news releases with a call to action for Award nominations
- news releases announcing the winners of the Award
- e-newsletter promotion
- City of London's website
- community advertisement on London Rogers TV
- promotion to businesses, corporations and institutions outside of London.

#### Timelines

##### **June**

Poster distribution

##### **July**

Facebook: Calling for nominations.

Twitter

Festivals

News Release – calling for nominations

E-newsletter

Internal communications to City employees

## **August**

Festivals

Facebook: Calling for nominations

Twitter: Calling for nominations

## **September**

Facebook: Calling for nominations

Twitter: Calling for nominations

E-newsletter promotion for submission of nominations

## **October**

Mid-October - Final call for nominations news release

Twitter: Last call for nominations

Prior to June Social media: Winner of the Outstanding Londoner Ambassador Award will be recognized at City Council

News release announcing winner/social media promoting winners