Brilliance Awards FY24 Communications Plan

Goal: Recognize and reward individuals at the RSC who demonstrate great performance and go above and beyond in their day-to-day roles.

KPI: 100 nominations, balanced across the company.

Key Audiences:

- All Team Members
- VPs and Above
- Winners and Respective Leaders
- Ops Leaders

Key Timing:

- March 13: Nominations open
- March 29: Nominations close
- April 18 to 25: Nominees notified by leaders
- April 26 to May 3: Winners notified by leaders
- May 8: Winners announced
- May 9 to 17: Awards ceremony registration
- May 22: Leaders receive suggested edits, and CEO's message is sent for review
- May 30: Script rehearsal with leaders
- June 6: Ceremony script finalized
- June 13: Awards ceremony