



Intelligent Automation Symposium Communications Plan

Innovation & Enterprise Solutions

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Objectives & Strategy

Summary:

The IA symposium plan is designed to advance KPMG's IA narrative among internal and external stakeholders through a hub and spoke approach, focusing on KPMG's:

- Thought leadership, IA expertise and technology ecosystem
- Subject matter experts and interlock with industries impacted by IA
- Marketplace relevance demonstrated through third-party validation

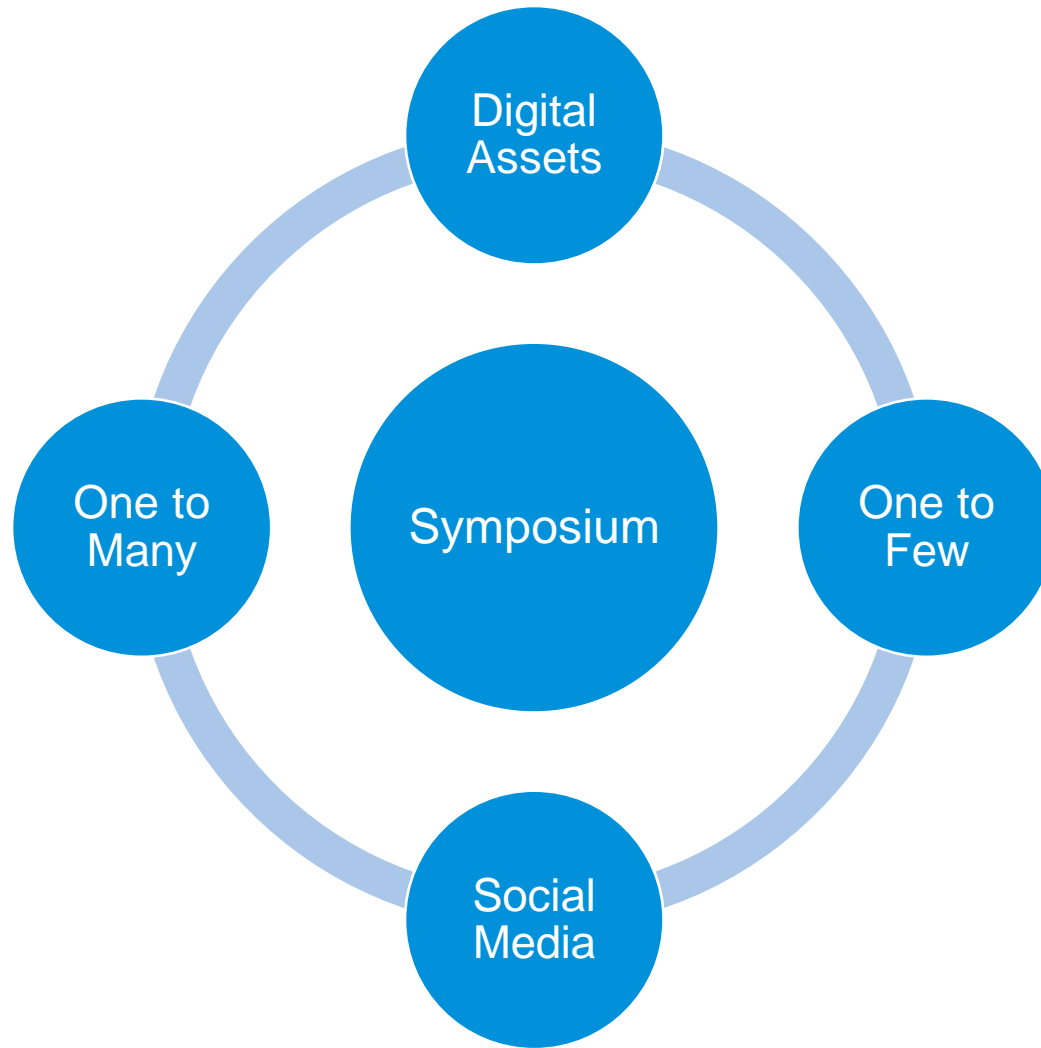
Objectives:

- Expand KPMG's voice in the global IA conversation by increasing social engagement during the symposium by 100 percent over last year
- Increase downloads of thought leadership papers by 25 percent quarter over quarter
- Increase traffic to sales enablement tools by 25 percent quarter over quarter

Strategy:

- Use the symposium as a hub to create spokes of digital assets for post-event communications, media engagement touchpoints and relevant windows to demonstrate real-world examples of KPMG's "Future Ready" narrative
- Complement the successful model of client symposiums to recreate the experience for media
- Supplement existing internal and external channels with new digital pathways to continually advance KPMG's leadership of the IA conversation

IA Symposium: The Hub and Spoke Approach



Digital Activation

Building the Hub (Current – November Symposium)

Social Media

- Showcase posts on Social Share.
- Broadcasts to invite clients and share digital assets
- Omni channel message development

Digital Assets

- 1:1 moderated video interviews with IA leaders, conducted during Partners Meeting.
- Video to be developed into cross-functional series aligning with firmwide Future Ready theme
- LinkedIn longform posts for IA leaders developed from symposium presentations. Posts promoted through Social Share and KPMG U.S. News Twitter handle
- Internal messaging to align with firmwide “Future Ready” theme at Partners Meeting.
- Development of survey questions for Symposium attendees to develop IA narrative for media
- Livestream link to share internally and externally

Amplifying the Spokes (Post-Symposium)

Internal: Social Share newsletter Symposium recap.

External: Salon series media interviews with IA leaders, clients and alliance partners, media-focused IA Symposium in New York City, press release on Symposium insights and survey responses

One to Many: News and Perspectives blog, consistent communications cascade through firm Social Channels on key thought leadership themes, Social Share newsletter development to further amplify existing assets

One to Few: Targeted email communications from IA leaders to segmented audiences with clear call to action (invite clients, share with your social networks). Pop-up Gamification: Double Points for sharing Symposium-related content on Social Share during a coordinated time window