

How To Get The Most Out Of Your *DynaComm*™ Program:

Visual Materials:

- ✓ Sort and review the contents of the monthly poster shipment before deciding which of the visual materials go in the Master Display Unit or ancillary frames. Arrange and prioritize all materials according to theme and content information.
- ✓ Store all posters inside the Master Display Unit in the order that you want them displayed. This way, every time you remove the top poster from the glass case, the next poster you've chosen to be displayed will be shown.
- ✓ Although you can change posters within the *DynaComm* program as often as needed, a good rule is to change posters on a weekly basis. By changing your posters at least once a week, you'll be sure to keep your employees' attention.
- ✓ Table-Top tent cards should be placed in high-traffic areas where visibility to all employees is guaranteed, i.e. cafeterias, employee lounges, break areas and kitchens.
- ✓ **Custom Posters:** Plan your message(s) to complement your safety program. Use this unique feature for: Announcements, Achievements, Agendas, Anniversaries, Mission Statements, Company News, Employee Recognition, Safety or Quality Issues, and Success Stories... the possibilities are endless! Visit www.gotoDynaComm.com and create your custom poster today. Should you need help in this area, please contact your *DynaComm* representative.

Display Unit And Ancillary Frames:

- ✓ The visibility of your Master Display Unit is critical to the success of your communications program. Try to select a centralized focal point where employees will see these messages more than once a day. Research has indicated that a change in behavior is heavily influenced by the continuous exposure to information and can require many viewings before a positive change in behavior occurs.
- ✓ Position the billboard and ergonomics posters in their appropriate frames in a setting where the greatest amount of visibility serves the greatest amount of value in return.

The Success of Your Communications Program:

- ✓ To help promote safety on and off the job, give your employees the previous month's posters or extra posters and encourage them to display them in their office or department, or to take them home.
- ✓ Recording feedback from your employees and monitoring the progress of your *DynaComm* program is vital to the ongoing improvement for your employee communication program. Take 5 seconds and ask your employees, "What do you think of this week's message?"
- ✓ Your *DynaComm* representative is only a phone call away. Customer Service is available 8:30 AM – 5:30 PM EST to answer any of your questions as it may pertain to: change of address, information requests, and changes to your subscription. Please keep in touch. We are here to make your employee communication program both successful and enjoyable. For any inquiries, contact Customer Service at:

1-800-354-1896



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