



### Audience

- Thousands of global participants
- Multiple share plans including SAYE, RSP, LTIP and DSOP
- Internet literate workforce
- Accustomed to receiving timely and comprehensive information
- Facing change and uncertainty under proposed acquisition by Thomson Corporation

### Objectives

- Provide timely and responsive communications throughout change process
- Specify treatment of all plan variations through accelerated vesting
- Communicate complex tax implications by territory
- Support informed decision making
- Provide detailed updates as negotiations progress toward closing

### Messaging

- Developed clear and informative participant copy from legal text
- Prompted participants to take action when needed
- Provided two-way communication for participants
- Updated participants regularly with 24 hour turnaround cycle

### Media

- Website
- Online calculators
- Real-time price and exchange rate feeds
- Animated Flash tutorials
- Email
- Downloadable documents
- Interactive FAQ

### Delivery

- Designed and developed dedicated online participant news space: [acceleratedshareplans.info](http://acceleratedshareplans.info)
- Supported decision making with real-time modelling tools
- Captured and incorporated participant feedback in ongoing development cycle
- Provided financial education fundamentals on shares and options
- Maintained timely delivery throughout demanding M&A timeline
- Saved costs in call centre support through self-help facility

**Quote from Client**  
“The site has had a great positive impact and has been extremely well received by our employees and senior management alike. I am extremely grateful for the high quality work Copperfield has been doing for us.”  
**Andrew Walker,**  
**Global Head of Share Plans & International Assignments**

# Crafting Communication

## Thomson Reuters plc

Communication and change management to support the accelerated vesting of Reuters share plans under the proposed Thomson acquisition

- ✓ Share Plan Communication
- ✓ Financial Education
- Total Reward



## Contact

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