IAM partners engagement

Purpose: To outline the strategy for getting partners involved in IAM and the process to follow to get them on board.

Strategy

- All departments in MEND are to reach out to their delivery partners and stakeholders to invite them to take part in IAM. The idea is that each organisation takes ownership of their own activity and thus amplifies the impact of our campaign.

Process

Initiation ➡ Process ➡ Execution

Initiation

HoD = Head of Department

Action	Responsible	Accountable	Consult	Inform
Send intro letter and pack	Relationship holder	HoD	HoD	HoD
Update IAM project plan 'IAM partners tab' with info so others do not duplicate and approach the same organisation	Relationship holder	HoD		HoD

Processing

Action	Responsible	Accountable	Consult	Inform
Update IAM project plan 'IAM partners tab' with info once orgs accept to be partners	Relationship holder	HoD		HoD
Put logo in 'Partner logo's' folder in Main 'IAM 2020' folder	Relationship holder	HoD		Design

Execution

Action	Responsible	Accountable	Consult	Inform
Add logo to IAM partners webpage	Design	Naeem	Aman	Relationship Holder
Add logo to All partners graphic	Design	Naeem	Aman	Relationship Holder, Social Media
Create bespoke IAM partner reveal graphic	Design	Naeem	Relationship Holder	Social Media
Communicate graphics to partner	Relationship Holder	HoD		HoD
Post All partner graphics	Social Media, HoD		Relationship Holder	Relationship holder

Important links:

IAM 2020 Project plan -
https://docs.google.com/spreadsheets/d/1iEfQaFr6uhdtaHMYyngfV0A47xNeVaI2wQq1eAYSlGc/edit?usp=sharing

Partner Logos Folder
https://drive.google.com/drive/folders/1Hc5RRjiIVawBxBkOofb26MifomIEq2rM?usp=sharing

IAM 2020 Overall Project Folder
https://drive.google.com/drive/folders/19PCM-gCQGrLtDh3eKr4HorStjrJqpI38?usp=sharing

IAM intro letter
https://drive.google.com/file/d/1bqv6tY_KGDQFaPXgw1tvwGAzOLr_ioA-/view?usp=sharing

IAM Pack
https://drive.google.com/open?id=1flMCp9LObhRjRpZ2viVuZggZridwxodH