



## Vesuvius' Employee app V.LINK was awarded bronze at the Internal Communications and Engagement Awards 2019

This achievement at the first annual awards recognises Vesuvius' excellence in internal communications.

Held at the iconic Brewery, in central London on 13 May, the 2019 event welcomed attendees from a variety of companies and agencies, all vying for the coveted prizes on offer.

### "V.LINK – Stronger, Faster, Together"

Operating across 38 countries, many of Vesuvius' employees work away from desks and so do not have access to the normal channels of communications.

The challenge was how to enable global communications that would reach and engage all colleagues, communications from the top down and peer to peer to enable collaboration.

Working very closely with Black Sun, V.LINK was developed. An employee App that would enable global communications and that all employees would be able to access. Through consultation with the business leadership and employees it was ascertained which content would be the most engaging for colleagues and an App structure and content was developed that would deliver this content both for launch and ongoing.

The App name, icon and design were developed to live the Vesuvius brand and encourage engagement. We also established an editorial board with broad representation to facilitate the ongoing production of content and to have local 'champions' in the business.

A successful launch was key to the success of the programme, and so the "Stronger, Faster, Together" campaign was created that raised awareness and encouraged colleagues to download the App. This included a launch video, posters, animated screen savers, and emails. We also ensured that through the App colleagues could access the key internal systems such as holidays or staff awards which also drives visits.

"The V.Link App has been a great success, with employees downloading and engaging with the content. Adoption by the senior management team has also encouraged broader use, and the content has been sustained since the App was launched. Highly positive feedback has been received internally" - Saida Berrahal.

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We are proud to receive this Award from an international group of judges recognising our digital strategy amongst high-end shortlisted projects.

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**Saida Berrahal**

Head of Group Communications

V.LINK is available to download for all on App Store and Google Play.

