ERP Change Management Communication Calendar

Focus Period: Month X (e.g., 8-12 weeks before Go-Live / Pre-UAT and Training Kickoff) Goal: Shift user focus from general awareness to active participation and readiness for process and system changes.

B. User Acceptance Testing Sample Case: Financial Close

Week	Audience	Channel	Activity / Topic	Goal / Purpose
Wk 1	Executive Sponsors and Leaders	Steering Committee and Exec Summary Email	Project Health and Resource Check	Secure continued commitment, confirm required resources (time/budget) for UAT, and green-light training commencement
Wk 1	All End-Users	Intranet Pop-up / Digital Signage	"Coming Soon: Training Enrollment Opens!"	Generate excitement and set the expectation that learning the new system is mandatory and imminent
Wk 2	Department Managers and Team Leads	Scheduled 45-minute Virtual Meeting	Detailed "What's Changing" Review	Review the 3-5 most critical process changes impacting their team (e.g., new expense reporting flow). Equip them to answer basic questions
Wk 2	Project Team and Key Users	Team Meeting / Dedicated Chat Channel	UAT Kickoff Logistics and Defect Process	Walk through the official UAT schedule, clearly define success criteria, and train testers on how to log defects and expected response times
Wk 3	All End-Users	Mandatory Email Announcement	Training Enrollment is Open: Sign Up Now!	Provide direct links to the Learning Management System (LMS) and clearly state the deadlines and consequences for missing required training modules
Wk 3	End-Users (Role-Specific)	Short Video Clip / Job Aid	"A Day in the Life" Sneak Peek	Publish a 60-second video demonstrating a positive change (e.g., "See how much faster creating a PO is now!"). Focus on tangible benefits
Wk 4	Executive Sponsors	Internal Newsletter / Company Blog	Sponsor's Motivational Check-in	A brief message reinforcing the project's strategic value, thanking employees for participating in training, and confirming the Go-Live date is firm
Wk 4	Key Users / UAT Testers	Hands-on Workshop	Data Migration Validation Review	Conduct a final session to review the data loaded for testing and practice the reconciliation steps they will perform during the Go-Live cutover