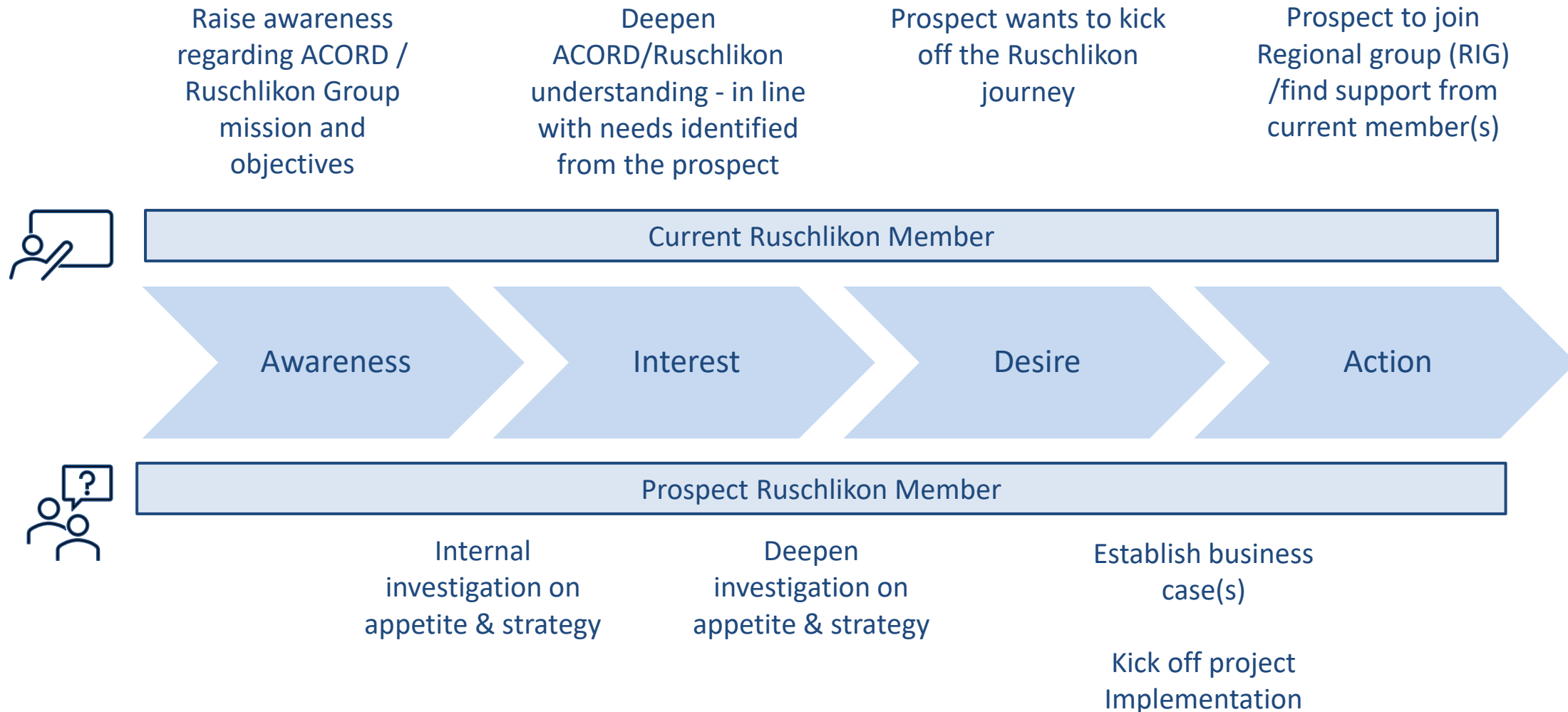


Ruschlikon member journey (I/II)



Ruschlikon member journey (II/II)

Awareness

Interest

Desire

Action

Activities / Material at your disposal to support active engagement (in person/virtual) with prospects

- | | | | |
|--|---|--|---|
| <ul style="list-style-type: none">➤ Digital Flyer➤ Videos landing page➤ Ruschlikon Structure / Organisation○ Tailored Ruschlikon presentation❖ Webinar / outreach sessions❖ Ruschlikon LinkedIn site➤ e-News➤ FAQ | <ul style="list-style-type: none">➤ Case Studies❖ Webinar on case studies❖ Webinar / outreach sessions➤ Ruschlikon Benefits○ Ruschlikon stepped approach costs➤ e-News➤ RAD – Ruschlikon Adoption Directory➤ ACORD GRCLC and Ruschlikon Digitisation via Collaboration | <ul style="list-style-type: none">➤ Engaging with Ruschlikon document❖ Individual meeting / experience exchange with Regional Implementation Group (RIG) members➤ RAD – Ruschlikon Adoption Directory➤ eDeployment Guide eA&C | <ul style="list-style-type: none">❖ Experience exchange with Regional Implementation Group (RIG) members➤ eDeployment Guide eA&C➤ Best Practice Guide eA&C❖ ACORD GRCLC Implementation guides➤ Toolkits ePlacing and eA&C○ eMessaging principles |
|--|---|--|---|

- Material available through Ruschlikon website
- Approach [Marketing group chairs](#) or contact@Ruschlikon.com
- ❖ Other activities