

**END OF COHORT**

**CELEBRATION EVENT**

**Format**: Online, using the videoconferencing tool of your choice

**Total duration**: Approximately 1 hour

**Calendar invitation:** Should include a few key elements of the day, to give attendees a sense of the events ahead of time and help maximize interactions.

| **EXEMPLE DE DÉROULEMENT** |
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**Plan how your event will run using this template, to be adapted to suit your goals and needs.**

* 5 minutes: The company connects and welcomes attendees (potential candidates, managers, graduates, HR managers, upper management, The A Effect team).
  + Chat moderation: share your name, country, business unit.
* 5 to 10 minutes: Opening remarks and congratulations from the program leader, HR manager, and/or someone from upper management
  + Congratulations to new graduates
  + Reminder of the number of company graduates of The A Effect
  + Which initiative does The A Effect fit into?; what is the objective/targeted priority?
* 3 minutes: Play the “Program Highlights” video by The A Effect
  + The video can also be played at the beginning of the event, or halfway between the two periods of firsthand accounts
* 2 minutes: Interactive activity (chat or Slido), by the company or by The A Effect
  + Question for graduates: what was the “ah-ha moment” of your journey?
* 5 to 10 minutes: Firsthand accounts from two company graduates of The A Effect. Options for preparing to share your experience: 1) speakers can express themselves freely; 2) speakers can respond to questions asked by a member of the company representative or of The A Effect. A short preparatory call can be scheduled before the event.
  + Introduction (name, role, year of participation in The A Effect)
  + Looking back on the cohort: 2 highlights or lessons learned, or one especially striking pillar.
* Current impacts of the program: what behaviours have you most incorporated into your daily professional life?
* 2 minutes: Interactive activity (chat ou Slido), by the company or The A Effect
  + Question for graduates: which pillar and/or leader and/or action has had the greatest impact on you?
* 5 to 10 minutes: Joint firsthand account: graduate and manager, by the company. Options for preparing to share your experience: 1) speakers can express themselves freely; 2) speakers can respond to questions asked by a member of the company representative or of The A Effect. A short preparatory call can be scheduled before the event.
  + Introduction (name, role, year of participation in The A Effect)
  + As a participant, how did you involve your manager in your journey?
  + As a manager, what was your experience like; did this program change anything for you (a change of attitude, a new awareness); what are the changes you have observed in your participant?
  + 1 tip to share with future participants/managers, to maximize this collaboration and its impact on learning?
* 2 minutes: Interactive activity (chat, Slido, or written word shared on the screen), by the company or The A Effect
  + Question for graduates: in a word, how are you feeling as you finish the program?
* 5 minutes: Closing remarks by the program leader, HR manager, and/or someone from upper management
  + Internal network of graduates: how to stay connected
  + Call to new graduates: sponsors for the next cohort?
  + The A Effect community: consider the Club A!
  + Screenshot including the results of a Slido or words shared on the screen
* After the event: Send an internal memo and post on LinkedIn to congratulate your new graduates and highlight your female talent. Consult the Toolbox to find our internal communication template and our Brand Guide for your external publications.