![Graphical user interface, website

Description automatically generated]()

**Bonus Materials**

[**Future of Communications Sponsor Videos**](https://www.dropbox.com/sh/cxy20nkd8xiha9l/AACZXRwVQdG0yA6_Lca0J3hEa?dl=0)

**AMEC:** [A Guide to Barcelona Principles 3.0](https://amecorg.com/resources/barcelona-principles-3-0/)

**Aware**: [5 Tips for Enhancing Employee Engagement](https://hubs.ly/H0xwrJY0)

**Business Wire**: [Emerging Trends for PR Practitioners](https://services.businesswire.com/resources-education/emerging-trends-for-pr-practitioners?utm_source=ragan&utm_medium=email&utm_campaign=FY20Q3-Emerging-PR-Trends&utm_content=ragan-comms-conf)

**Contact Monkey**: [How to Create an Internal Communications Plan: A Guide](https://f.hubspotusercontent00.net/hubfs/6282300/IC_Plan_Howto_Ebook.pdf)  
Build your new internal communications plan with this 7-step guide. In it, we'll cover:

* Auditing your current strategies and campaigns
* Creating content that will engage your audience
* Building a framework for KPIs and metrics

**HOK:** [Workplace Survey: Returning to Work Amid COVID-19](https://www.hok.com/ideas/publications/global-workplace-survey-returning-to-work-amid-covid-19/)

**Institute for PR and Ragan Communications:** [The Career Path of a Social Media Professional Special Report](https://instituteforpr.org/dmrc-challenges-sm-professional/)

**LumApps**: [Internal Communications Planning Guide](https://www.ragan.com/wp-content/uploads/2020/10/LumApps_Internal_Communications_Planning_Guide.pdf)

While every company has unique needs for how it communicates with its employees, and how they communicate with each other, we want to offer you an example outline of a strong internal communications plan going into 2021.

**Mental Health America:** [Mental Health Resources for the Workplace and Beyond](https://screening.mhanational.org/diy)

**News Direct:** [The Future of Media Relations Special Report](https://www.ragan.com/white-papers/the-future-of-media-relations-special-report/)

**Oracle:** [Artificial Intelligence, Analytics and Machine Learning are the Future of Communications Report](https://go.oracle.com/LP=73367?elqCampaignId=166899)

**PoliteMail:** [The Growth of Email Usage During COVID19 and the Impact on Internal Communications Case Study](https://cdn.ragan.com/wp-content/uploads/2020/09/Case-Study-The-Growth-of-Email-Usage-During-COVID19-and-the-Impact-on-Internal-Communications.pdf)

**Protypical:** [Special offer for Ragan attendees](http://protypical.com/)

Receive a free Remote Work Audit: An evaluation of team structure, remote work policies and software tools.

Sign up at the link above or email: [collaborate@protypical.com](mailto:collaborate@protypical.com)

**Whooshkaa:** [Special offer for Ragan attendees](https://www.whooshkaa.com/ragan/)

Save 20% off new signups until the end of November 2020. Offer code: **RAGAN**

**Workplace from Facebook:** [Employee Experience Handbook](https://www.workplace.com/guide/comms-employee-experience-handbook/)

**Yammer**: [The Guide to Yammer](https://aka.ms/Yammer/Resource/Flipbook)

If you are just getting started or have tried Yammer in the past, we have the tools for you in every step of the journey. Check out the brand-new guide to Yammer flipbook, including a variety of communication scenarios, editable resources, interactive content and customer stories. Yammer brings the power of communities across applications and devices that employees use every day, including Micrsoft Teams, Outlook and SharePoint.