



# **Project Sutton Communications Plan**

**November 2012**

# Executive Summary

- **AU write-down and underlying story could have a very negative impact – brand, credibility of board and mgmt, UK government, customers, employees, industry analysts, investors**
- **Potential traction-killing event – “the drama is back at HP”**
- **Investor reaction could change the game – future unclear**
- **Communications Goal 1: Get out in front of it – inform, clarify, explain, and demonstrate accountability as soon as the news breaks**
  - Press (US and UK)
  - UK Government
  - Employees
  - Customers
  - Industry Analysts
  - \*Investors – IR Team



# Executive Summary

- Communications Goal 2: Preserve and Protect

**Design messaging and implement tactics that:**

1. Preserve the credibility of the CEO and management
2. Defend the board from attacks
3. Align with Legal's efforts



# The Core Questions

1. **How did this happen?**
2. **Who's accountable?**
3. **What are you doing about it?**



# Combined Communications Activities & Timeline

## Pre-announcement

■ Industry Analysts  
■ Customers  
■ Employees  
■ Government  
■ Relations  
■ Media

NOV 12	TIME			ACTIVITY	LOCATION	DELIVERABLE	AUDIENCE	EXECS	COMMS LEAD
(Send reminder on Nov 19)				Email to HP employees to join the Q4 earnings webcast		Email from Global Comms mailbox	HP Employees		Kara or Employee Comms team
NOV 19	TIME	PT	ET	ACTIVITY	LOCATION	DELIVERABLE	AUDIENCE	EXECS	COMMS LEAD
	8:00 am	11:00 am	4:00 pm	Simon Case, Private Secretary to Prime Minister to schedule call for 11/20	London	Speaking Points	Simon Case	Gov. Relations	Gazala
	8:00 Am	11:00 Am	4:00 pm	Send out invite to HPSW & AU/IM Senior Leader Call		Email invite	HPSW & AU/IM Leaders (Direct reports to George & Robert)	George & Robert	Jean
	5:00 pm	8:00 pm	1:00am (11/20)	Embargoed media briefing with CNBC – David Faber (tentative)	Call	Press release and supporting materials	US Media	TBD	Henry



# Combined Communications Activities & Timeline

## Announcement Day (1 of 3)

Industry Analysts
Customers
Employees
Government
Relations

Media

NOV 20	TIME PT	ET	GMT	ACTIVITY	LOCATION	DELIVERABLE	AUDIENCE	EXECS	COMMS /LEAD
	4:30 am	7:30 am	12:30 pm	Press Release distribution over wire		Press Release	External		PR
	Ongoing			Outreach to core beat reporters begins and Truth Squad	Global	Fact sheet	Media	Press release and supporting materials	Howard
	4:30 am	7:30 am	12:30 pm	Distribute Meg's Internal Message & Video		Meg's Message	All HP Employees	Meg	Kara
	4:45 am	7:45 am	12:45 Pm	Deliver Leader Communications Packet to AU/IM Leadership		Leader Communications Packet	AU/IM Senior Leaders (Direct reports to Robert)	AU/IM Leaders	Jean
	4:45 am	7:45 am	12:45 pm	Post on @hp video of John Schultz explaining the news		John Video	All HP Employees	John	Employee Comms Team
	4:45 am	7:45 am	12:45 pm	Post earnings communications materials on @hp		Meg Video, Press Release, Fact Sheet/FAQ	All HP employees		Employee Comms Team
	4:45 am	7:45 am	12:45 pm	AU/IM Leaders Conduct People Manager Outreach	F2F & Call	Leader Communications Packet	AU/IM People Managers	AU/IM Leaders	Jean
	5:00 am	8:00 am	1:00 pm	3 emails – Gartner, IDC, Forrester inviting to a call later that day	TBD	Email invitation	External		Lynn
	5:00 am	8:00 am	1:00 pm	Email to Autonomy customers inviting them to audio/webcast	TBD	Email invitation	External		Lynn
	5:00 am	8:00 am	1:00 pm	Outreach to key government officials	UK	Call script or letter	UK Government Official	Meg & GR team	Gregg
	5:00 am	8:00 am	1:00 pm	Distribute follow-on message from George to HPSW (includes reference to customer webcast)		George message	HPSW & AU/IM employees	George Kadifa	Jean

# Combined Communications Activities & Timeline

## Announcement Day (2 of 3)

- Industry Analysts
- Customers
- Employees
- Government
- Relations
- Media

NOV 20	TIME PT	ET	GMT	ACTIVITY	LOCATI ON	DELIVERABLE	AUDIENCE	EXECS	COMMS /LEAD
	5:00 am	8:00 am	1:00 pm	Post customer communications content	@hp Portal	customer deck, customer letter	Customers via Sales		Lynn
	5:00 am	8:00 am	1:00 pm	Email for sales - customer deck & FAQ invite		Email	Autonomy Sales leader		Lynn/
	5:00 am	8:00 am	1:00 pm	<i>Earnings Call/Webcast</i>		<i>Earnings Script, Fact Sheet, FAQ</i>	<i>External</i>	<i>Meg, Cathie, Rob, John</i>	<i>Howard/Rob</i>
	6:00 am	9:00 am	2:00 pm	HPSW & AU/IM Senior Leader Call: Provide heads up about the news and review comms plan	Conf Call	Speaking Points & FAQ	HPSW & AU/IM Leaders (Direct Reports to GK & RY)	George, Robert	Jean
	6:00 am	9:00 am	2:00pm	Meg – Prep/Make-up for TV interview		n/a		Meg	
	6:30 am	9:30 am	2:30 pm	UK media briefing		Press release Supporting materials	Media	Meg, Cathie, John, Ray	Howard
	7:00 am	10:00 am	3:00 pm	US core media briefing		Press release Supporting materials	Media	Meg, Cathie, John, Ray	Howard
	7:30 am	10:30 am	3:30 pm	CNBC Interview with David Faber		Speaking Points & FAQ	CNBC	Meg (Ray TBD)	Howard
	8:30 am	11:30 am	4:30 pm	HP Senior Leader Call	Conf Call	Speaking Points & FAQ	HP Senior Leaders	Meg & EC	Kara/ Jean
	9:30 am	12:30 pm	5:30 pm	HP People Manager Call	Conf Call	Speaking Points & FAQ	HP People Managers	Meg & EC	Kara/ Jean
	10:30 am	1:30 pm	6:30 pm	NPR Marketplace with Meg - *previously scheduled	Global		Media	Meg	Howard
	11:00 am	2:00 pm	7:00 pm	Executive 1-on-1s with Media (as needed)	Global		Media	Meg, Cathie, John, Ray	Howard
	2:30 pm	5:30 pm	10:30 p m	3 calls – 20 mins @ piece: Gartner, Forrester, IDC	Conf Call	Speaking points	External - Analysts	George & Robert	Lynn
TBD				TBD	Conf Call	Speaking Points & FAQ	Customers	Meg & EC	Lynn

# Combined Communications Activities & Timeline

## Announcement Day (3 of 3)

- Industry Analysts
- Customers
- Employees
- Government
- Relations
- Media

NOV 20	TIME PT	ET	GMT	ACTIVITY	LOCATION	DELIVERABLE	AUDIENCE	EXECS	COMMS /LEAD
	3:30 pm	6:30 pm	11:30 pm	Analyst community outside the big three	Conf Call	Speaking points	External - Analysts	George & Robert	Lynn





# Combined Communications Activities & Timeline

## Post-Announcement



Nov 20-21	TIME PT	ET	GMT	ACTIVITY	LOCATION	DELIVERABLE	AUDIENCE	EXECS	COMMS LEAD
Nov. 20-21	Ongoing			Truth Squadding	Global	Fact sheet	Media	n/a	Howard
Nov. 20-30	Ongoing			Response to inquiries		Fact sheet, supporting materials	Media	TBD	Howard
<b>Nov 21</b>	8:00 am	11:00 am	4:00 pm	AU/IM Leaders Staff Call - Discuss employee feedback	Conf Call	Compiled employee feedback form	Autonomy Leaders	George & Robert	Jean
	8:00 am	11:00 am	4:00 pm	AU/IM All-hands	F2F in Cambridge, UK & Webcast	Meeting Flow, Speaking Points & FAQ	AU/IM Employees	Robert to host with Meg, George, Cathie & John (via satellite)	Jean
	Ongoing			Outreach to key government officials	UK	Call script or letter	UK Government Official	Meg & Government Relations team	Gregg
	9:30 am	12:30 pm	5:30 pm	Sales audio conference "what to say to customers"	Audio cast (30 min)	Meeting flow, customer deck.	Customer facing teams - Autonomy	Autonomy Sales Leader	Lynn
TBC	10:30 am	1:30 pm	6:30 pm	Customer Webcast (30 min) Replay to be posted	TBD	Customer deck & FAQ	Customers	Meg, George, Robert	Lynn
<b>Nov-Dec</b>									
<b>Week of Nov 26</b>				HP Senior Leaders conduct outreach to employees via regularly schedule all-hands, etc.	F2F Call/Webcast	Speaking Points & FAQ	Employees	HP Senior Leaders	Exec Comms Team



# Media Relations Plan

# Aggressive outreach; transparency to control news cycle

Seek balanced coverage of earnings, fraud-related write-down

## Objectives

- Minimize the negative impact of the write-down on the turnaround of HP
- Protect and reinforce the credibility of HP's CEO and management team
- Defend HP's meaning-based computing strategy

## Strategic Approach

- Protect the HP turnaround narrative
- Aggressively work with reporters to breakdown and explain complex aspects of the write-down news
- Create two coverage streams with a focus on earnings if possible
- Re-engage on strength of Autonomy business post earnings



# Aggressive early outreach to frame HP story

Target US based beat reporters and key UK outlets

- **Aggressively reach out to key reporters as soon as release moves**
- **Autonomy-focused briefing materials**
  - Detailed timeline of actions/Autonomy history
  - One-page summary of major accounting issues
  - Emails/documents/other evidence shared as appropriate
- **Access to key executives**
  - Meg Whitman, Cathie Lesjack, John Schultz for management perspective/response
  - Ray Lane for Board perspective/response



# Post-announcement timeline

## Day 2-Day 10

Truth squad up and running, monitoring and correcting record.

## Dec. 3-7: UK/EMEA Autonomy Tour


HP leadership begins proactive outreach in UK to demonstrate HP's continued support for meaning-based computing, paired with HP Discover conference in Frankfurt



# Employee Communications



# Employee Communications Deliverables

DELIVERABLES	OWNER	STATUS/COMMENTS
1. HP Senior Leader Call Script	Kara	
2. Meg's Internal Message	Kara	
3. Meg's Video Message to Employees	Kara	
4. John Schultz's Video – Explaining the news for @hp	Erin/Employee Comms Team	
5. Email to HP employees to join earnings webcast	Employee Comms Team	
6. @hp info on earnings announcement with links to press release, fact sheet, FAQ, etc.	Employee Comms Team	
7. Pan-HP Leader/Manager Communications Packet: <ul style="list-style-type: none"> <li>• Communications Guidelines</li> <li>• Key Messages/Talking Points Document</li> <li>• Fact Sheet</li> <li>• FAQ</li> </ul>	Jean/Kara	
8. Autonomy/IM Leader & Manager Communications Packet: <ul style="list-style-type: none"> <li>• Communications Guidelines</li> <li>• Key Messages/Talking Points Document</li> <li>• Fact Sheet</li> <li>• FAQ</li> <li>• Post-meeting feedback form to be completed by leader or HR partner (i.e. how many people attended the meeting, employee comments/questions, etc.)</li> </ul>	Jean	
9. HP Software Senior Leader Call – <ul style="list-style-type: none"> <li>• Meeting flow/agenda &amp; Call Script</li> </ul>	Jean/Comms Team	
10. George Kadifa's email message to all HP Software employees <ul style="list-style-type: none"> <li>• Reinforce the importance of the Autonomy business to HP &amp; HPSW</li> </ul>	Jean	
11. Robert Youngjohns' email message to all Autonomy/IM employees <small>Information contained herein is subject to change without notice.</small>	Jean/Comms Team	

# Government Relations





# Government Relations – Key Target Outreach

## Pre-announcement

Timing	First	Last	Title	Organization	Format	Lead communicator
11/19/2012 4pm GMT	Simon	Case	Private Secretary to PM	Prime Minister's Office	Call 1 – Heads up re big announcement	Gazala
11/20/2012 12:30am GMT	Simon	Case	Private Secretary to PM	Prime Minister's Office	Call 2 – Details of announcement	Gazala



# Government Relations – Key Target Outreach

## Announcement Day

Timing	First	Last	Title	Organization	Format	Lead communicator
11/20/2012	George	Osborne	Chancellor of the Exchequer	HM Treasury	Letter	Meg
11/20/2012	Tim	Chatwin	Special Adviser	Prime Minister's Office	Email Cameron letter	Gazala
11/20/2012	Tim	Luke	Policy Advisor Enterprise, Growth & Technology	Prime Minister's Office	Email Cameron letter and phone call	Gazala
11/20/2012	Rohan	Silva	Special Adviser	Prime Minister's Office	Email Cameron letter and phone call	Deb
11/20/2012	Mesh	Chhabra	Special Adviser	HM Treasury	Phone call and forward Osborne letter	Deb
20 Nov 2012 and phone call 20 Nov 2012	Emily	Walch	Special Adviser	Department for Business, Innovation & Skills	Email Cable letter and phone call	Ed
20 Nov 2012 and phone call 20 Nov 2012	Giles	Wilkes	Special Adviser	Department for Business, Innovation & Skills	Email Cable letter and phone call	Ed
11/20/2012	Michael	Fallon	Minister of State for Business and Enterprise	Department for Business, Innovation & Skills	Forward Cable letter via email	Ed
11/20/2012	James	Wild	Special Adviser to Michael Fallon	Department for Business, Innovation & Skills	forward Cable letter via email and phone call	Gazala
11/20/2012	Joanna	Thompson	Private Secretary to	Department for	CC on Cable letter	Ed



# Government Relations – Key Target Outreach

## Announcement Day

Timing	First	Last	Title	Organization	Format	Lead communicator
11/20/2012	David	Cameron	Prime Minister	HM Government	Letter & phone call	Gazala (send letter from Meg) & possibly Meg
11/20.2012	Vince	Cable	Secretary of State	Department for Business, Innovation & Skills	Letter & phone call	Ed (send letter from Meg) & Meg
11/20/2012	Francis	Maude	Minister for the Cabinet Office	Cabinet Office	Letter	Deb
11/20/2012	Maria	Miller	Secretary of State	Department of Culture, Media and Sport	Letter	Deb
11/20/2012	Jo	Hindley	Special Adviser	Department of Culture, Media and Sport	Phone call; forward Miller letter	Deb
11/20/2012	Philip	Hammond	Secretary of State	Ministry of Defence	Letter	Deb (send letter from Meg)
11/20/2012	Philip	Dunne	Minister for Defence Equipment, Support and Technology	Ministry of Defence	Forward Hammond letter	Deb
11/20/2012	Mark	Francois	Minister of State for Defence Personnel, Welfare and Veterans	Ministry of Defence	Forward Hammond letter	Deb
11/20/2012	Andrew	Robathan	Minister of State for the Armed Forces	Ministry of Defence	Forward Hammond letter	Deb
11/20/2012	David	Willetts	Minister for Universities and Science	Department for Business, Innovation &	Forward Cable letter email	Ed



# Government Relations – Key Target Outreach

## Announcement Day

Timing	First	Last	Title	Organization	Format	Lead communicator
11/20/2012	Iain	Duncan-Smith	Secretary of State	Department for Work and Pensions	Letter	Jon (Send letter from Meg)
11/20/2012	Mark	Hoban	Minister of State for Employment	Department for Work and Pensions	Forward IDS letter email	Jon
11/20/2012	Philippa	Stroud	Special Adviser	Department for Work and Pensions	Forward IDS letter email	Jon
11/20/2012	Lisa	Hunter	Special Adviser	Department for Work and Pensions	Forward IDS letter email	Jon
11/20/2012	Chris	Grayling	Secretary of State	Ministry of Justice	Letter	Deb (send letter from Meg)
11/20/2012	William	Hague	Secretary of State	Foreign & Commonwealth Office	Letter	Deb (send letter from Meg)
11/20/2012	Jeremy	Hunt	Secretary of State	Department of Health	Letter	Jon (send letter from Meg)
11/20/2012	Adrian	Bailey	Chairman	Business, Innovation and Skills Select Committee	Email	Ed
11/20/2012	Philip	Lee	MP	Bracknell	Email	Deb
11/20/2012	Andy	Nelson	CIO	UK Government CIO & Ministry of Justice	Letter	Jon (send letter from Meg copying account lead and UK PS lead)
11/20/2012	Liam	Maxwell	Deputy CIO	UK Government	Forward Andy Nelson letter	Jon (copying UK PS lead)



# Government Relations – Key Target Outreach

## Announcement Day + Post-announcement Follow up

Timing	First	Last	Title	Organization	Format	Lead communicator
20/11/2012; phone call 20/21 Nov	Chuka	Umunna	Shadow Secretary of State for Business, Innovation and Skills	Labour Party	Letter; phone call	Ed
20 nov; phone call 21 nov	Gabriel	Huntley	Adviser to Chuka Umunna	Labour Party	cc on Umunna letter Phone call	Ed
20 nov and phone call 21 nov	Julian	Huppert	MP	Cambridge	Letter; phone call	Ed
letter 20 nov; phone 21 nov	Rt Hon Jim	Paice	MP	South East Cambridgeshire	Phone call /Letter Follow up phone call/email	Jon
letter 20 nov; phone 21 nov	Andrew	Lansley	MP	South Cambridgeshire	Phone call/Letter Follow up phone call/email	Deb
email 20 nov; phone 21 nov	Tim	Bick	Leader	Cambridge City Council	Phone call Email	Jon
email 20 nov; phone 21 nov	Nick	Clarke	Leader	Cambridge County Council	Phone call Email	Jon
20 nov and phone call 21 Nov	Laura	Thompson	Senior Policy Adviser, Electronics and IT Services	Department for Business, Innovation & Skills	Phone call Forward Cable letter via email	Ed
20 nov and phone call 20/21 nov	Nick	Hillman	Special Adviser	Department for Business, Innovation & Skills	Phone call Forward Cable letter	Gazala
20 nov and	Henry	Newman	Special Adviser	Cabinet Office	Phone call; forward Maude	Deb



# Government Relations – Key Target Outreach

## Post-announcement

Timing	First	Last	Title	Organization	Format	Lead communicator
11/21/2012	Peter	Robinson	MLA	Belfast East	Letter	Charlene
11/21/2012	Judith	Cochrane	MLA	Belfast East	Letter	Charlene
11/21/2012	Michael	Copeland	MLA	Belfast East	Letter	Charlene
11/21/2012	Sammy	Douglas	MLA	Belfast East	Letter	Charlene
11/21/2012	Chris	Little	MLA	Belfast East	Letter	Charlene
11/21/2012	Robin	Newton	MLA	Belfast East	Letter	Charlene
11/21/2012	Naomi	Long	MP	Belfast East	Letter	Charlene
11/21/2012	Jon	Thompson	Permanent Secretary	Ministry of Defence	Letter	Jon to arrange UK PS lead R. Trevor to send letter from Meg
11/21/2012	Robert	Devereux	Permanent Secretary	Department for Work and Pensions	Letter	Jon to arrange UK PS lead R. Trevor to send letter from Meg
11/21/2012	Ursula	Brennan	Permanent Secretary	Ministry of Justice	Letter	Jon to arrange UK PS lead R. Trevor to send letter from Meg
11/21/2012	Simon	Fraser	Permanent Secretary	FCO	Letter	Jon to arrange UK PS lead R. Trevor to send letter from Meg
11/21/2012	Philip	Langsdale	CIO	Department for Work and Pensions	Forward PuS letter	Jon to arrange with SS lead S. Bladen
11/21/2012	John	Taylor	CIO	MoD	Forward PuS letter	Deb to arrange with SS lead N. Shaw



# Government Relations – Key Target Outreach

## Post-announcement

Timing	First	Last	Title	Organization	Format	Lead communicator
11/21/2012	David	Meyer	CIO	FCO	Forward PuS letter	Deb to arrange with SS lead M. Smith
11/21/2012	Dave	Smith	Crown Representative	UK Government	Phone call	Jon to arrange call from UK PS lead R. Trevor
11/21/2012	Greg	Beales	Head of Policy to Leader of the Opposition	Labour Party	email Umunna letter	Ed
11/21/2012	Michael	Dugher	Shadow Minister without Portfolio	Labour Party	Phone call	Gazala
11/21/2012	Lord	Green	Minister of State for Trade and Investment	Department for Business, Innovation & Skills	Forward Cable letter via email	Ed





# Sales Deliverables



# Sales Deliverables

- Email invite to customers to join Meg, George & Robert on a webcast
- Customer Webcast
- Customer deck, customer letter
- Customer talking points – version for EC, version for customer rep
- Email to Sales for messaging and FAQ discussion

