# Re-Entry Microsite

OUR APPROACH

As employees and customers step carefully back into the world, we will need to clearly convey new habits and expectations through multiple communication channels. A microsite can:

- Serve as a centralized resource for up-to-date re-entry information
- Provide consistent messaging to multiple audiences
- Distribute re-entry plans, workplace etiquette, and fast facts into one easy to access portal

A re-entry mircrosite can help educate and inform employees on a range of re-entry tropics including:

- Phased re-entry plans and/or rotational schedules
- Operational changes (e.g., new cleaning policy)
- Environmental changes (e.g., automation integration, protocol signage, etc.)
- Social distancing measures
- Employee etiquette in: Welcome & Arrival Zones, Circulation Areas, Convening & Workplace Space, Pantries & Cafés, and Restrooms & Wellness
- FAQ's
- Latest News + Updates
- Points of Contact
- Links to important resources
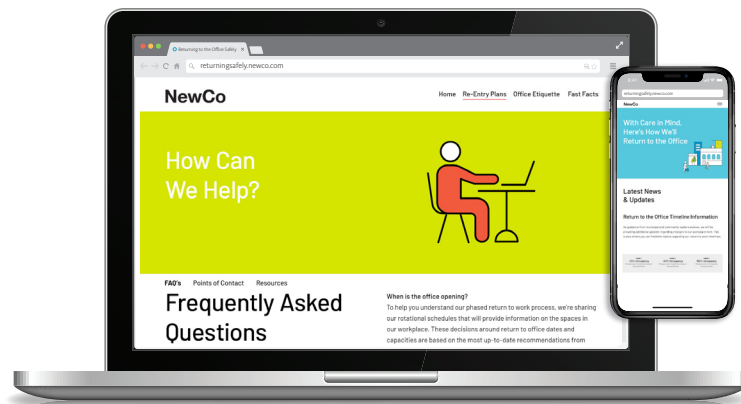
TIER 1
Self-Starter

The standard microsite has a core set of content modules built based on Gensler's experience helping our clients return to the office.

The site is designed to be launched in just a few days. The interface and graphics can rapidly incorporate content edits to ensure the messaging and tactics align with your unique strategy.
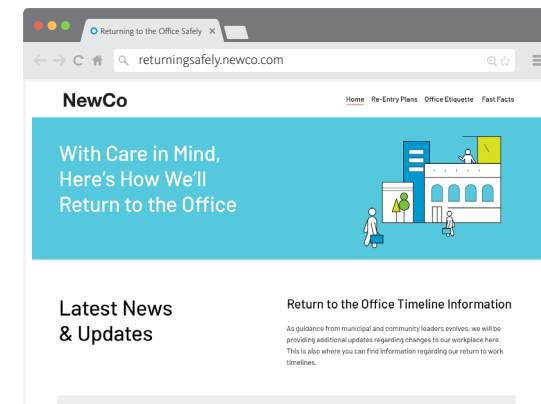
TIER 2
Custom Content

The structure of the microsite allows the look and feel to be customized to reflect your brand by updating the font, colors, and images.

Content can be added to the existing wireframe to include additional information. Further customization is available by adding more modules and/or effects to the site.