



Client Onboarding

Internal & External Channel Content



Internal Channel Promotion

Here are your templates for all your internal channel promotions. To get the most out of your partnership with Converge, we strongly suggest you make EAP support front and centre with emails, intranet updates, team messages and more. This will make sure your staff know how to access support when they need it. Below are the different template variations and if you need further support, we're always here to offer more tools to make support readily available and accessible.

Intranet

Launch email

Slack | Teams | Viva Engage

Newsletter snippet



Internal Channel Promotion

Slack | Teams | Viva Engage

Whether you use Slack or Microsoft's Teams and Viva Engage, use the below template to announce our partnership. This isn't a one and done process, keep up engagement by frequently using your internal messaging platform to promote support. Equally, if you've been a Converge client for a while, we also suggest running a reengagement campaign using these messaging platforms to keep momentum.

Wellbeing Support is here!



Access free, confidential, and expert support with our new employee wellbeing and EAP provider, Converge. Their team consists of counsellors, psychologists, occupational therapists, social workers, dieticians, and coaches who can support you with your mental health and wellbeing!

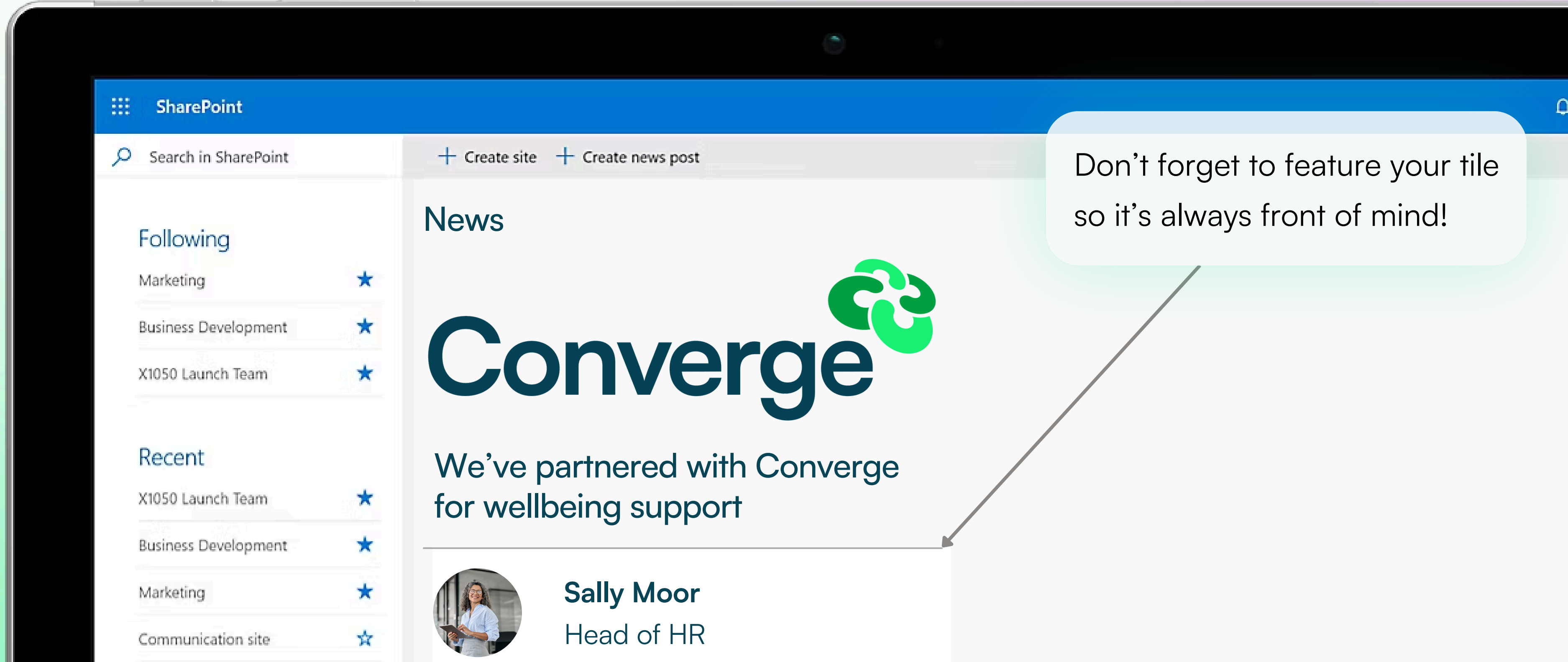
Don't wait until you reach crisis point, you can access Converge's services at any point for proactive and preventative care! Also, anyone can access Converge resources at any point of your wellbeing journey. They're a great tool to stay mentally fit and resilient - regardless of whether you feel like you don't need support yet.

Registration is quick and easy. Register online or in the Converge App and consume the benefits of Converge's tips and practical tools validated by experts. It's totally confidential - we never know who has accessed Converge services.

Internal Channels

Intranet tile

One of the main platforms your employees use is your intranet (or similar variant). Update your news section and your home page highlighting what support is available and that your staff can access care, anytime, anywhere! Here is your tile inspiration, and on the next page is a template for the page.



Internal Channel Promotion

Intranet page content

Converge: Expert Wellbeing Support When You Need It

Through Converge, you have access to free, confidential wellbeing support, 24/7. Whether you're facing a challenge or simply want to stay on top of your wellbeing, expert support is always within reach.

Who Are Converge?

Converge is more than an Employee Assistance Program (EAP). With over 2,000 specialist consultants, you can access support for mental health, nutrition, career, financial wellbeing, management challenges and more.

Seven specialist services also connect you with consultants who have relevant expertise, experience, and/or lived experience.

More Than Counselling

Converge is also here to help you stay well. Access wellbeing challenges, practical tools, expert insights, articles, videos, webinars and resources to build healthier habits and support your everyday wellbeing.

Free, Confidential Support

Converge is free, independent of our organisation, and completely confidential for employees and eligible immediate family members. You don't need to wait for a crisis. Reach out early, get some guidance or simply have a chat.

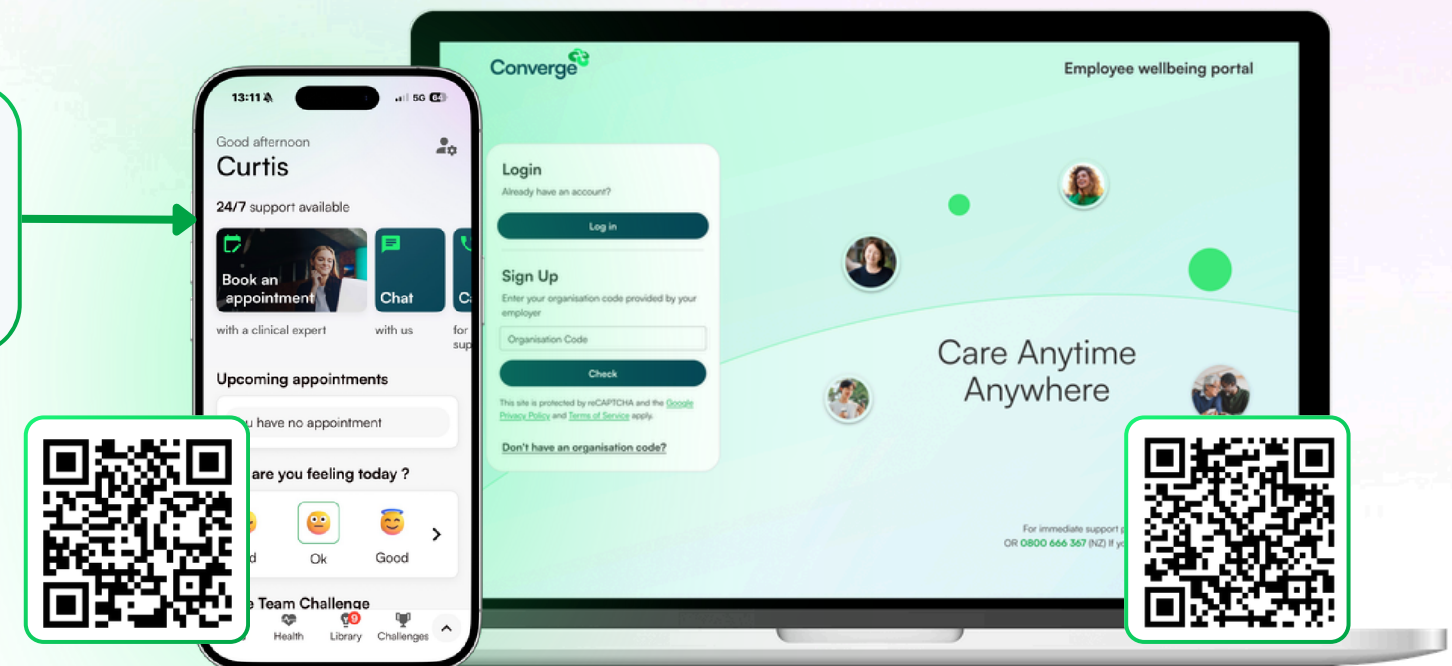
Access Support Anytime, Anywhere

Choose the option that works for you:

- Converge App: Book support and explore wellbeing resources.
- Online: Book an appointment through the Converge website.
- Phone: Call 1300 687 327 for immediate support.
- Your way: Choose face-to-face or virtual counselling.

Expert support, whenever you need it.

Download our app
and portal call out
→



Internal Channel Promotion

Launch Email Template

An all company communications email is also another widely used channel to promote support. Use the template copy below to announce your partnership with Converge. We've covered all the support available and how our expert clinical team can help.

Subject line: We have a new EAP wellbeing provider!

Hi {name}

We care about your mental health and wellbeing, which is why we've partnered with Converge, our new wellbeing provider. Through their wide range of wellbeing services, you can access confidential and free counselling delivered by over 1,800 expert and caring consultants, psychologists, dietitians, nutritionists, financial coaches, and more, when you need them, wherever you are!

Here's all the different types of support you can access:

- Employee Counselling
- Financial Coaching
- Conflict Support
- Career Coaching
- Nutrition Support
- Family Counselling
- Manager Support

To get started, download the Converge App. In the Converge App you can access live chat or book an appointment with a counsellor, book an appointment, read fun and engaging mini-articles in the insights library, and take part in mini-wellbeing challenges. Here is your Organisation Code that you'll need during account set-up: {Insert Organisation Code}

Additionally, access the Converge Employee Wellbeing Portal to read our tipsheets and insights, book 24/7, use the Live Chat feature for booking and enquiries, and access Converge's awareness sessions and Leaders Corner webinars.

We care about your wellbeing, and through Converge, you can receive the Care you need Anytime, Anywhere!

Internal Channel Promotion

Newsletter template V1

Similar to your all company email, we're sure that you send internal newsletters. Use the copy below and the version 2 template on the next slide as inspiration (or a straight copy and paste) to promote your EAP partnership with Converge. If you need support with imagery, etc. download our activation content pack under step 1, where all our posters live.

Subject line: Whatever life brings, support is here

Life doesn't always fit neatly into work hours. Whether you're managing stress, navigating financial pressures, supporting family relationships, or dealing with workplace challenges, you don't have to do it alone.

Our new EAP, Converge, provides free and confidential support to help you build resilience, improve wellbeing, and work through life's challenges with expert guidance.

You can access support for:

- Stress, anxiety and emotional wellbeing
- Financial concerns and money management
- Family and relationship challenges
- Workplace pressures and career concerns

Book a confidential appointment today through the Converge App or Employee Wellbeing Portal.

Subject line: Support for life's ups and downs

Everyone faces challenges from time to time. Whether you're managing stress, navigating financial pressures, supporting family relationships, or working through challenges at work, help is available.

Our new EAP provider, Converge, offers free and confidential support to help you strengthen your wellbeing, build practical coping strategies, and feel more in control when life becomes difficult.

You can access support for:

- Stress, anxiety and emotional wellbeing
- Financial concerns and money management
- Family and relationship challenges
- Workplace pressures and career concerns

Book a confidential appointment today through the Converge App or Employee Wellbeing Portal.

External Channel Promotion

Now your internal channel promotion is covered, here are the different external channels you can update. We often see that your staff will check your website frequently and follow you on social media. These channels are a great opportunity to promote EAP support to your people and meet them where they are.

Social media

Website

Press release



Social Media

Your social media channels are great lead-generation and brand-exposure channels, but they're also where your employees often see updates and news from your company - especially LinkedIn. So, we've compiled four variations that you can use to promote our EAP support to your people. Additionally, EAP is a great employee benefit and can attract top talent to your organisation.

Please reach out to us if you'd like to use our social media posts with a copy of your logo and we'll send you the four variations (even with a mixture of your brand colours and ours) with our combined logo lock up.

Contact us via the support page in the Service Hub



Your logo

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Converge

Meet Converge.

Free, confidential support, counselling, coaching and digital wellbeing tools, whenever you need it.

Access your wellbeing benefits →

• Free & confidential

• Expert support

• 9 support streams



♥ Meet our new employee wellbeing provider: @Converge.

As part of our commitment to supporting employee wellbeing, we've partnered with Converge to provide access to free and confidential support services.

From counselling and coaching to digital wellbeing tools and resources, support is available whenever you need it.

➡️ Access your wellbeing benefits today.



Your logo

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Converge

We've partnered with Converge.

Free, confidential services designed to support your mental health and wellbeing.

• Expert support

• Easy online booking

• Confidential counselling

• Practical resources

Download the Converge App →



AVAILABLE

24/7 support

🚀 We're excited to announce our new partnership with @Converge!

As our new employee wellbeing provider, Converge gives you access to a range of free and confidential services designed to support your mental health and wellbeing.

- ✨ Expert support
- 📱 Easy online booking
- 💬 Confidential counselling
- 🌿 Practical wellbeing resources

Download the Converge App and discover what's available to you today.



Your logo

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Converge

We're pleased to welcome Converge.

Free, confidential support to help you navigate life's challenges, at work and at home.



Mental health support
Counselling and guidance for whatever you're facing.



Workplace challenges
Practical help with stress, change and pressure at work.



Family & relationships
Support for the people and connections that matter most.



Specialised Coaching
Guidance to help you thrive in your career, with your finances, and your nutrition.

Get started. Book now! →



✨ We're pleased to welcome @Converge as our new employee wellbeing provider.

Converge offers free and confidential support designed to help you navigate life's challenges—both at work and at home.

- 🌿 Mental health support
- 📁 Workplace challenges
- 👥 Family and relationship concerns
- 🎯 Specialised Coaching

Download the Converge App to explore your benefits.



Your logo

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Converge

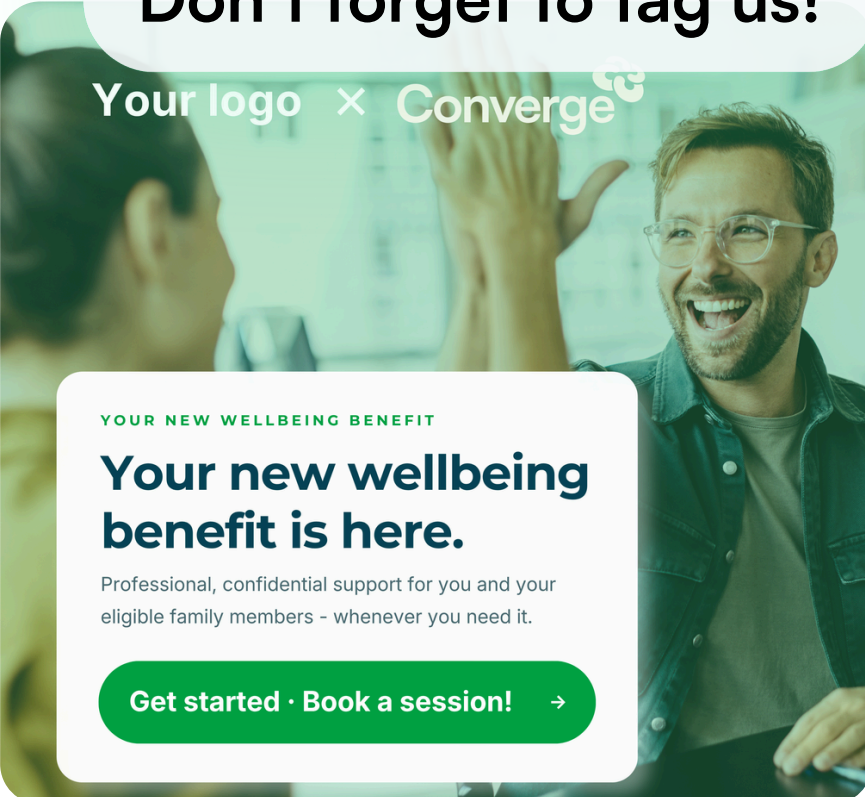
Don't forget to tag us!

YOUR NEW WELLBEING BENEFIT

Your new wellbeing benefit is here.

Professional, confidential support for you and your eligible family members - whenever you need it.

Get started · Book a session! →



🎉 Your new wellbeing benefit is here.

We've partnered with @Converge to provide employees and eligible family members with access to professional, confidential wellbeing support.

Whether you're looking for practical guidance, counselling support, or everyday wellbeing resources, Converge is here to help.

📱 Get started through the Converge App or Employee Wellbeing Portal.

External Channel Promotion

Your website is frequently visited by your employees. You may also have a page dedicated to staff resources that they can access on the go or from home. Here is another great opportunity to promote your partnership or maintain momentum. Use the copy below (there are two variations) to update a tile on your website. If you need supporting imagery, download our activation content pack on the onboarding page!

Supporting your wellbeing, every day

Converge provides free and confidential wellbeing support for employees and eligible family members.

Whether you're looking to proactively strengthen your wellbeing, build resilience and develop healthy habits, or you're navigating challenges relating to stress, relationships, finances, family or work, support is available when you need it.

With expert guidance, practical resources and convenient access to care, Converge helps you stay well through every stage of life. Book now!

Website content

Wellbeing support for every stage of life

Wellbeing isn't just about getting help when things feel difficult—it's also about taking proactive steps to stay healthy, resilient and balanced.

Converge offers free and confidential support to help employees and eligible family members build positive wellbeing habits, strengthen mental health, navigate life's challenges and access expert guidance whenever they need it.

Free and confidential wellbeing support

Converge is here to support your wellbeing, both proactively and during life's more challenging moments. Book now!

External Channel Promotion

Press release

If you'd like to run a press release in partnership with Converge, we'd be more than happy to support you.

Please reach out via partnership.support@convergeintl.com.au and our communications team will support you with crafting your press release.

