



World Quality Month Celebration Guide

Thank you for your interest in celebrating World Quality Month! The goal of this annual event each November is to raise awareness of the quality, continuous improvement, and performance excellence field and quality professionals worldwide. Quality experts make our organizations and communities work better thanks to quality tools and unique expertise. This guide offers tips and ideas on celebrating World Quality Month within your organization or community.

Navigating WorldQualityMonth.org

WorldQualityMonth.org offers a variety of materials to help you celebrate and share events and resources.

Homepage

- View the latest news on World Quality Month.

Quality polls

- Cast your opinion on various quality topics and see what others say.

World Quality Month Social Media Contest

- Share your definition of quality in the #QualityIs contest. You can submit your entry via text or photo on ASQ's Facebook page or on Twitter to @ASQ, using the hashtag #QualityIs. Everyone will be invited to vote on the top three definitions, and their authors will receive a prize.

Submit your definition October 1–October 31, 2014. Voting will take place November 5–November 19, 2014. [See the complete rules.](#)

Vision

- [Learn about the history](#) and origin of World Quality Month.

Success Stories

- [Access quality success stories](#) and case studies from a variety of sources.

Knowledge Resources

- [Access a variety of articles](#), videos, and papers from around the globe that highlight quality successes, tools, and processes.

Events

- [Find a calendar of quality-themed events taking place now through November.](#)

TABLE OF CONTENTS

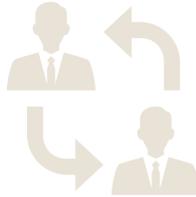
Navigating WorldQualityMonth.org _____	1
Celebrating World Quality Month in Your Organization _____	2
World Quality Month Celebration Timeline _____	3





Share Your Story

- **Toolkit:** You can find a toolkit with downloadable resources, including a PowerPoint template, e-tags, ads, Web banners, and a poster.
- **Submit your events:** Everyone is invited to submit quality-themed events (internal and external) taking place in October and November. Events will be posted on the site. Please review event guidelines.
- **Submit your success stories:** We welcome your quality-themed case studies, articles, white papers, and more. Submitted content will be posted on WorldQualityMonth.org. Please review content guidelines.



Celebrating World Quality Month in Your Organization

- Print and hang World Quality Month posters around your building. [Access the posters.](#)
- Add World Quality Month as a skill on LinkedIn and ask connections to endorse you. *(See next column.)
- Raise awareness: Share the World Quality Month toolkit via email with co-workers. Encourage them to use the materials and link to WorldQualityMonth.org. Encourage your colleagues to participate in the online polls on WorldQualityMonth.org and compare your responses to those of other professionals around the world.



- Include a note about World Quality Month and the work of the quality department in your organization's newsletter and on your intranet site.
- Print and distribute World Quality Month postcards with a special message to employees about either the importance of quality or an interesting fact or statistic about quality. [Access the postcards.](#) You could also include a Quality Quote on the postcard. See ASQ's collection of [Quality Quotes](#).
- Arrange for the quality department to host an open house in which staff speak about the importance of quality and showcase their projects. Consider serving light refreshments such as coffee, water, soda, or cookies.
- Host a "lunch and learn" event about quality or World Quality Month at your organization. Ask the quality director or VP to speak about the role of quality and its importance in the organization. Consider serving light refreshments or dessert at the event.
- Organize quality-themed trivia contests or games and offer small prizes such as candy or gift cards to a coffee shop for participants or winners. Some ideas to consider are quality-themed crossword puzzles, quality bingo, quality trivia, or a quality scavenger hunt. For example, you can create your own crossword at sites such as the [Discover Education puzzle maker](#).
- Send a news release to the media announcing that it is World Quality Month and include several ways your organization is incorporating quality tools and processes into its work. Coordinate with your public relations or communications department. Make sure you have an expert or a spokesperson available to speak to the media about quality at your organization.
- Take photos of celebrations that you host and send them to your local media after the event.

*To add "World Quality Month" as a Skill on LinkedIn

- Go to your profile
- Click on "Edit"
- Scroll down to "Skills & Expertise"
- Click on "Edit"
- Type "World Quality Month" into the blank field
- Click "Add"
- Click "Save" at the bottom of Skills & Expertise area





- Scroll back up to click on “Done Editing”
- Ask your connections to endorse you. Copy/paste the following message into a new LinkedIn message. Remember to insert a link to your profile—you can find this by going to your profile and looking below your photo.

To help build awareness about World Quality Month in November, ASQ is launching a fun activity using the LinkedIn endorsement feature. I've added World Quality Month as a new skill. Please endorse my skill in my profile at [YOUR UNIQUE LINK]. Just scroll down and click on the blue “plus” besides the “World Quality Month” skill.

World Quality Month Celebration Timeline

August:

- Visit WorldQualityMonth.org for 2014 updates and the **2014 toolkit**. **Submit** any quality-themed events or articles, success stories, etc., that you may wish to share.
- Via your internal newsletter, encourage participation in the online polls as well as adding and endorsing “World Quality Month” as a skill on LinkedIn.
- Access the World Quality Month toolkit for ready-to-go resources to promote World Quality Month.



- Forward a link to WorldQualityMonth.org to the communications and quality departments to familiarize them with World Quality Month.
- Meet with your organization’s marketing, public relations, or communications department about ways to promote World Quality Month internally or to the community. Brainstorm ideas for promotion and events.
- Set a budget for your celebration or decide what sort of celebration you could host if you don’t have a budget (e.g., have your quality director host a talk about quality in the cafeteria). If budget allows, serve light refreshments at the events (soda, water, coffee, cookies, etc.).

September:

- Begin planning special events. Decide who will help set up and run the event or events. Designate a specific person for each role. Make sure you have backup help.
- Share the World Quality Month toolkit with co-workers and others.
- Working with your marketing, communications, or public relations department, prepare a news release about World Quality Month and quality at your organization.
- Prepare information about World Quality month and any planned events for your internal newsletter and intranet. Share them with the editor.
- Via your internal newsletter, encourage participation in the online polls on WorldQualityMonth.org as well as adding and endorsing of “World Quality Month” as a skill on LinkedIn.





October:

- Hang World Quality Month posters in visible locations throughout the organization.
- Working with your marketing, communications, or public relations department, send the news release about World Quality Month to the media.
- Promote your event:
 - Create posters to hang around the building.
 - Be sure to include information in your internal newsletter and on the intranet.
 - Send invitation for events (via email or internal newsletter or through internal mail, etc.).
- Take part in the World Quality Month [social media contest](#).

November:

- Confirm times, staffing, and logistics for events.
- Send a reminder about the event, either through internal newsletters or email.
- Hold planned events: lunch and learn, open house, games/trivia, etc.
 - Several days before the event, make the reception and security departments aware of the event in case they get questions about it.
 - Test technology you will be using (laptop, projector, etc.) at the event.
 - On the day of the event, set up your space (e.g., projector, snack table, etc.).
 - Take photos of the event to document activities and send to the media.
- Visit [WorldQualityMonth.org](#) frequently for updates and new materials.

December:

- Include a write-up of the event and photos in your internal newsletter and on the intranet.
- Send thank-you notes or emails to those who assisted with World Quality Month celebrations.
- Send post-event news releases with photos to the local media.
- Share your celebration on [WorldQualityMonth.org](#)! Send photos and a brief summary of your events to worldqualitymonth@asq.org.

