



Workshop 1

Setting up a Digital Champion programme



Introducing...

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Optivo

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Things to consider

- **What is your organisational target?**
 - **Who's digitally excluded?**
- **What's the interest of customers?**
 - **Budget**
 - **Your business/strategic need**
 - **Incentives**



The biggest challenges

Organisational buy in
Budget
Recruiting volunteers
Keeping momentum

What worked best

Interest/uptake from customers

**Engagement of customer-facing
colleagues**

Branding your project

Using a multiple approaches

Support from peers across the DCN



Thank you

Any questions?