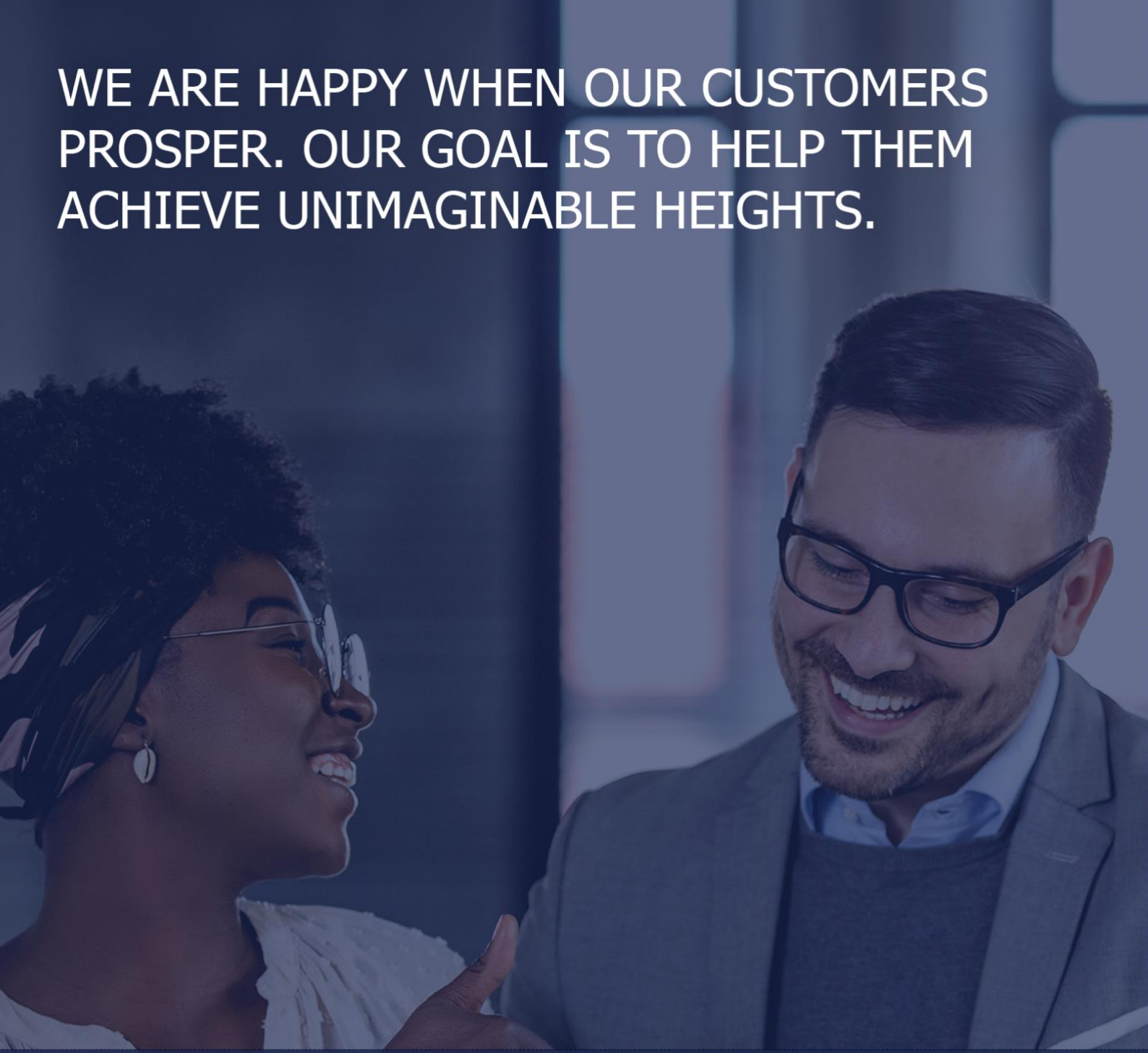


AI ENGAGEMENT & INTERNAL COMMUNICATIONS SERVICE

Service Definition

G-Cloud15

www.orchestrato.com

ORCHESTRATO

[This page is intentionally left blank]

© 2026 Orchestrato Ltd. All Rights Reserved.
www.orchestrato.com

AI Engagement & Internal Communications Service

Table of Contents

1 Introduction 4
1.1 Purpose 4
1.2 Overview of Orchestrato 4
1.3 Our People 4
1.4 Our Services 4
2 AI Engagement & Internal Communications Service 5
2.1 Service Summary 5
2.2 Service Features 5
2.3 Service Benefits 6
3 Clearances & Security 6
4 Engagement 6
4.1 Order Process 6
4.2 Onboarding 7
4.3 Performance, Ongoing Support and Service Constraints 7
4.4 Offboarding 7
5 Additional Information 8
5.1 Service Pricing 8
5.2 Invoicing 8
5.3 Accessibility 8
5.4 Intellectual Property Rights 8
5.5 Company Website 8
5.6 Contact Details 8
5.7 Other Services available on G-Cloud 8
5.7.1 Artificial Intelligence (AI) 8
5.7.2 Cloud Support 9

© 2026 Orchestrato Ltd. All Rights Reserved.

1 Introduction

1.1 Purpose

This service definition is designed to provide a high-level overview of Orchestrato's **AI Engagement & Internal Communications Service** for G-Cloud15. If you have any questions, please contact us on g-cloud@orchestrato.com.

1.2 Overview of Orchestrato

Orchestrato Ltd (trading as "Orchestrato") was founded in 2013 as a professional services consultancy to support organisations large & small with the migration to Cloud and optimising performance within Cloud, by helping address the challenges faced with people, process & the new technologies.

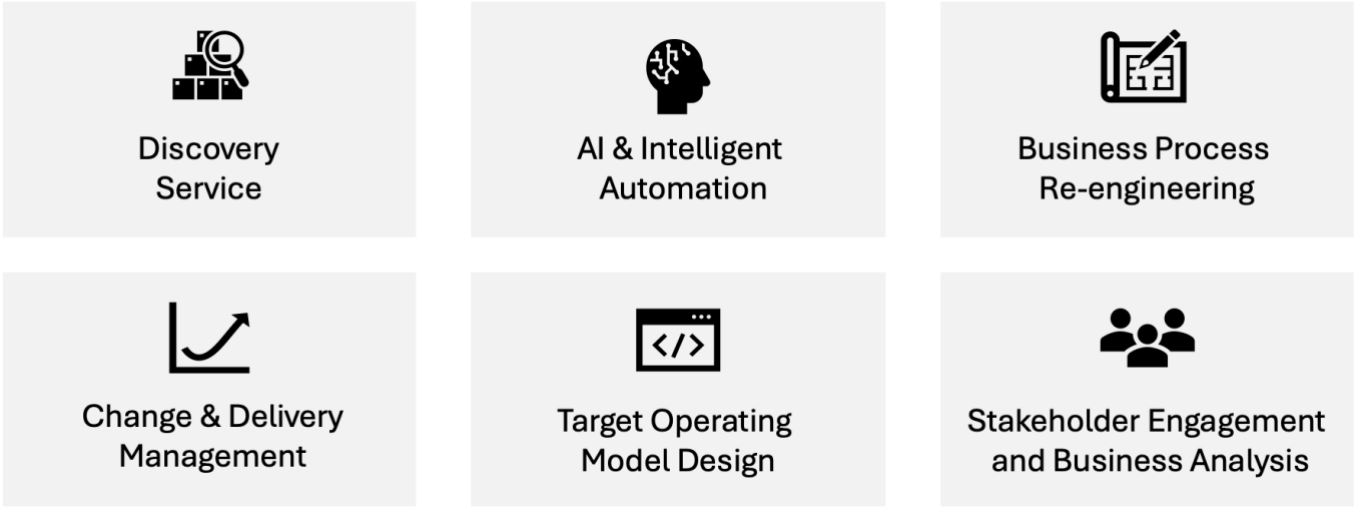
1.3 Our People

Our people have supported a multitude of projects in both the public and private sector and are passionate about delivering tangible outcomes that help our customers prosper.

They have also worked, either directly or indirectly via a Prime Contractor, with the Home Office, Crown Prosecution Service, Insolvency Service and MoD, and founder members of the Vivace community who work across a range of government customers through the Home Office's Accelerated Capability Environment.

1.4 Our Services

We offer a range of specialist services via a diverse team of security cleared professionals:



© 2026 Orchestrato Ltd. All Rights Reserved.

2 AI Engagement & Internal Communications Service

2.1 Service Summary

Orchestrato provides an AI Engagement & Internal Communications Service that helps communicate the purpose and value of AI clearly and confidently. We create simple, trust-building written and visual messages, supported by bespoke infographics, to bridge knowledge gaps, reduce fear, and improve staff engagement across all levels of digital maturity.

2.2 Service Features

- **AI Messaging Discovery Workshops** - We work with senior leaders to understand the core AI messages, concerns, priorities and misconceptions within the workforce, enabling clear and consistent narrative development.
- **Role-Based AI Messaging Frameworks** - We create differentiated messages tailored to specific staff groups, helping teams understand what AI means *for their role* and removing abstract or generic language.
- **Trust-Building Written Communications** - Orchestrato drafts concise, plain-English written messages that reduce fear, challenge myths, and build confidence across varying levels of digital maturity.
- **Bespoke Infographics & Visual Explainers** - We convert complex AI concepts into simple, accessible infographics, diagrams and visual journeys to support staff who engage better with visual content.
- **AI Benefits Storytelling Packs** - We develop real-world use cases and scenarios showing how AI reduces workload, improves service quality, and supports—not replaces—staff.
- **Middle-Management Alignment Materials** - We produce briefing notes, talking points and explainer packs that help line managers reinforce consistent messages and reduce misconceptions.
- **“Why AI? Why Now?” Campaign Assets** - We craft clear, compelling communications that link AI adoption to organisational priorities, productivity goals, and public service outcomes.
- **Inclusive Messaging for Diverse Digital Maturity** - We design multi-format content (quick reads, step-by-steps, visuals) so every staff member—regardless of confidence level—can understand and engage with the AI journey.
- **Safety, Ethics & Assurance Communications** - We create materials explaining how AI is governed, monitored and safeguarded, helping staff trust the organisation’s approach to responsible AI.
- **Change-Ready Communications Calendar**
  We provide a structured plan, cadence and content schedule to support ongoing reinforcement, preventing AI messages from fading or becoming noise.

© 2026 Orchestrato Ltd. All Rights Reserved.

2.3 Service Benefits

- **Improves clarity and confidence across the workforce** - Staff understand AI in practical, relatable terms rather than technical language, closing the gap between leadership vision and day-to-day reality.
- **Reduces fear, resistance and misconceptions** - By addressing concerns directly and transparently, we help teams feel safer and more willing to experiment with AI tools.
- **Builds trust through simple, consistent messaging** - Written and visual content ensures the message stays clear and aligned across senior leadership, managers and frontline teams.
- **Strengthens middle-management engagement** - Line managers receive robust materials to help them champion AI consistently, improving local adoption.
- **Increases staff willingness to engage with new AI tools** - Showing practical role-based benefits shifts staff perception from “another initiative” to “something that helps me today”.
- **Encourages inclusive adoption across digital skill levels** - Multi-format messaging ensures everyone, regardless of experience, can understand and participate in the AI journey.
- **Accelerates cultural acceptance of AI** - Clear communication creates psychological safety, making teams more open to change and innovation.
- **Supports responsible and transparent AI use** - Ethical and safety communications help staff trust that AI is being introduced safely, legally and responsibly.
- **Reinforces organisational priorities and urgency** - Staff see *why* the department is adopting AI and how it connects to service delivery, compliance and efficiency goals.
- **Ensures ongoing engagement through structured communication rhythms** - A planned communications cadence helps maintain momentum and keeps AI visible without overwhelming staff.

3 Clearances & Security

The majority of our resources either hold SC or DV security clearances, and at the very minimum have been BPSS checked.

As a company, Orchestrato is Cyber Essentials certified and our Information Security Policy and wider policies align with the National Cyber Security Centre (NCSC) guidelines and industry best practice.

4 Engagement

4.1 Order Process

All customers are appointed a Service Manager and Project Manager, and where appropriate technical SME support.

This team will work closely with the customer, and any associated / key stakeholders, to define the scope of works, deliverables, timescales, and investment required to deliver the customer’s desired outcomes. This in turn will be used to structure and agree a G-Cloud order form, in accordance with the Digital Marketplace supplier assessment and contract award process.

© 2026 Orchestrato Ltd. All Rights Reserved.
www.orchestrato.com

4.2 Onboarding

Orchestrato believe strongly in the benefits to the customer of a thorough On- and Off- boarding process.

As a business we pride ourselves in the amount of time and effort we invest in understanding our customer (and any wider stakeholders) needs and priorities, to ensure that we deliver to time, cost and quality.

Once the contract has been awarded, we will invite the customer to a kick-off / mobilisation meeting to establish the high-level priorities, activities, and ways of working to ensure we can achieve the best possible outcome(s).

This will be followed by a detailed project planning session, tailored to meet the customers' requirements, where we would agree the preferred delivery methodology and cadence of reporting.

Finally, your appointed Service Manager will agree the governance and oversight necessary to ensure delivery and customer satisfaction.

4.3 Performance, Ongoing Support and Service Constraints

As a professional services provider, Orchestrato will look to agree the levels of support at project inception, the levels of which may be reviewed later at the customer's request and amended via formal change request.

All service performance reviews will be conducted with your appointed Project Manager, and escalated if necessary to your appointed Service Manager.

All roles within the service, will be clearly defined at outset and named resources advised formally in writing (including all contact information) to the customer directly following the kick-off meeting.

Standard response times to any issues will be one working day during our normal working hours, which are 8.30 a.m. to 5.30 p.m. Monday to Friday.

Any service constraints will be defined and agreed with the customer at outset.

4.4 Offboarding

On all professional services support services, Orchestrato always look to close down each service with a thorough retrospective and written report. As data back-up, disaster recovery and restoration are not core to this service, any activities in these regards would be planned and agreed on a project by project basis.

Orchestrato's Disaster Recovery & Business Continuity Plan is available on request.

© 2026 Orchestrato Ltd. All Rights Reserved.
www.orchestrato.com

5 Additional Information

5.1 Service Pricing

All pricing for this service is based on Orchestrato's G-Cloud15 rate card, which is on the Digital Marketplace.

To assist with pricing this service, we would expect a typical service wrap to include the following;

- Service Manager: 1 day per month
- Delivery/Project Manager: Minimum 1 day per week (dependent on size of project)

5.2 Invoicing

Invoicing will be raised monthly, on 30-day payment terms

5.3 Accessibility

All material produced will comply with the minimum accessibility standard WCAG 2.2.

5.4 Intellectual Property Rights

All Intellectual Property Rights in or arising out of or in connection with the G-Cloud Services shall be owned by the Supplier. The Customer shall have no title to or interest in any such Intellectual Property Rights except to the extent specifically set out in a G-Cloud Call-Off Agreement.

5.5 Company Website

For further information on Orchestrato please visit our website at: www.orchestrato.com or G-Cloud Services at: https://www.orchestrato.com/employer-area/g-cloud-services.aspx .

5.6 Contact Details

If you would like to ask any questions, please contact us via email on g-cloud@orchestrato.com.

5.7 Other Services available on G-Cloud

5.7.1 Artificial Intelligence (AI)

- Agentic AI Agent Discovery Learning & Prototyping Service
- AI Adoption and Change Management Service

© 2026 Orchestrato Ltd. All Rights Reserved.

- AI Engagement & Communications Service
- AI Ethics, Governance & Compliance
- AI Maturity Assessment
- AI Readiness, Strategy & Roadmap Service
- Generative AI Executive & Leadership Coaching
- Generative AI Skills Assessment & Training Workshops
- Microsoft (M365) Copilot Readiness, Planning and Optimisation Service
- M365/Copilot Studio Agent Build Services, Training & Enablement

5.7.2 Cloud Support

- Business Analysis, Process Analysis and Target Operating Models (TOM) Service
- Business Change Support
- Business Process Re-Engineering
- Cloud Content & Copywriting Service
- Data Insights & Visualisation Service
- Discovery Service
- Microsoft 365 Tools Optimisation
- Robotic Process & Intelligent Automation
- See what you say infographics

© 2026 Orchestrato Ltd. All Rights Reserved.