

Company: FactSet

Company Description: FactSet creates flexible, open data and software solutions for over 220,000 investment professionals worldwide, providing instant access to financial data and analytics that investors use to make crucial decisions.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Internal Communications - 100 or more employees

Nomination Title: Corporate Communications and Employee Engagement Growth - Erin Robinson-Lis



1. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 143 words used.

When Erin began, her first priority was to revamp the content of Company Meetings and restructure the Internal Communications function. She collaborated closely with executive leadership to identify meaningful updates and articulate their relevance across departments—from Corporate Social Responsibility to Engineering. Storytelling became central, transforming meetings into events that informed, engaged, and instilled pride in employees. Recognizing FactSet's global reach, Erin ensured that at least one quarterly meeting was hosted outside headquarters, coordinating with local offices and executive travel to bring live events to new locations. In 2023, Erin was able to grow the team by hiring a woman with external communications expertise to focus on event planning and initiatives, further professionalizing the delivery of Company Meetings. This addition allowed the meetings to be treated with the same attention to content and engagement as a client-facing event, solidifying their importance within the company.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 40 words used.

Supporting materials attached include a graphic illustrating engagement growth, alongside digital signage and photographs from recent live meetings. These provide visual evidence of the campaign's success, showcasing increased participation, global reach, and the professional staging of these pivotal company events.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

5. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 117 words used.

In 2023, FactSet's annual employee engagement survey identified internal communication as a critical area for improvement. As the company continued its rapid growth, the resources dedicated to communications remained at the scale of a much smaller organization. Erin Robinson-Lis joined FactSet in 2022 and was tasked with expanding and enhancing this vital function. With only a four-person team and a three-member media production group, Erin faced the challenge of serving over 12,000 employees. At that time, leadership communicated mainly through Global Company Meetings and email, with only 23% of employees engaging with the meetings. Erin's charge was to elevate the visibility, effectiveness, and impact of these communications—making them relevant, accessible, and engaging for the entire organization.

6. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 159 words used.

Since August 2023, the revitalized Company Meetings have seen transformative growth in engagement. Erin's team elevated production quality, integrated video assets, and featured remote employees and subject matter experts from diverse offices. The meetings began to rotate speakers from across the business alongside the CEO, consistently answering "how does this apply to me?" The Q&A segment became interactive and expanded into a written executive follow-up. Viewing parties were launched in partnership with 20 major offices, encouraging employees to attend together. Proactive promotions across multiple channels, meeting recaps, and leadership talking points further reinforced the meetings as must-attend events. The results speak volumes: engagement jumped from 59% in FY23 to 67% in FY24, and reached 77% in FY25, with a recent meeting exceeding 80% employee participation. Nearly half of attendees now join in person, at viewing parties or live recordings, and employees actively submit content or initiatives for inclusion. Company Meetings have become FactSet's most valued internal communication opportunity.

7. Specify the date on which this campaign or program was launched:

August 1 2023

Attachments/Videos/Links:

[Corporate Communications and Employee Engagement Growth - Erin Robinson-Lis](#)



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