## COMMUNICATION PLAN

## Communication objectives

## The objectives of this communication plan are to:

## • create community awareness of the event?

## • encourage the community to take part in or attend the event?

## • improve understanding of the reason for the event? Eg. Responsible Dog Ownership

## • raise awareness of the reason for the event? Eg. Breast Cancer

## Communication approach

## Outline the practical approach to achieve the communication objectives listed above, for example:

## *[Group or organisation] will employ a number of different tactics to achieve its communication approach. Media launches will be held at key milestones, there will be staffed shopfronts in shopping centres across the coast during the consultation period, a letterbox drop in the affected area, direct mail to target audience, advertising in local papers/radio/tv, a survey will be posted on the internet etc etc.*

## Project/event background

## 3.1 Project/event objective

## Why are you holding this event and what do you hope to achieve?

## 3.2 Project/event background

## What is the background / details behind the event? How long has it been running? How did it come about?

## Target audiences

|  |  |
| --- | --- |
| **Target audience** | |
| External | Internal |
|  |  |
|  |  |
|  |  |

## Key messages

Short key messages to be communicated to the target audiences (limit to around 5). You could arrange according to different audiences, or progression within the timeframe, E.g. stage 1, stage 2, stage 3 etc.

## 6. Timing

An overview of timing of key events / milestones. E.g. launch, artist announcement, post-event wrap up

## 7. Budget

How much have you got to spend on communications? E.g. advertising, printing, distribution, graphic design, website

## 8. Risk management

|  |  |
| --- | --- |
| **Risk** | **Response/mitigation** |
| E.g. There are already so many of these events already. | What makes your event different? Why should people come? |
|  |  |
|  |  |

## 9. Communication tools

The information below details the communication tools that will be used as part of this communication plan.

## 9.1 Internal communication tools

|  |  |
| --- | --- |
| **Communication tools** | **Yes/no** |
| Group or organisation webpage |  |
| Facebook (add in email) |  |
| Twitter |  |
| Newsletters |  |
| Direct mail outs of flyers / posters / letters |  |
| Committee meetings |  |
| Media releases (about event, performers) |  |

## 9.2 External communication tools

|  |  |
| --- | --- |
| **External communication tools** | **Yes/no** |
| Online public events calendars |  |
| ABC online: <http://www.abc.net.au/sunshine/> |  |
| Sunshine Coast Daily: http://www.sunshinecoastdaily.com.au/things-to-do/ |  |
| What’s Happening Sunshine Coast events calendar: http://whatshappening.com.au/contact\_us |  |
| SCDL Business Events Sunshine Coast [businessevents@scdl.com.au](mailto:businessevents@scdl.com.au) |  |
| All Events [info@scdl.com.au](mailto:info@scdl.com.au) ATDW website <https://atdw.tq.com.au/mytourism/registrations>. Once the information is listed with ATDW it will generate across to the events page [www.visitsunshinecoast.com.au](http://www.visitsunshinecoast.com.au) |  |
| Courier Mail events - [www.couriermail.com.au](http://www.couriermail.com.au). Click on the 'Life' tab and then on the 'What's On' tab, scroll to the bottom to 'Event Promoters' (on the left side of the page), click and follow the steps. There is no limit to how many events you can contribute. |  |
| Paid advertising |  |
| Print |  |
| Radio |  |
| Television |  |

## 10. Evaluation

Look at the objectives you’ve set and outline the monitoring and evaluation methods that will be used (including data that will be collected) to evaluate whether the objectives have been achieved.

For example:

* Media monitoring – check newspapers for stories, mentions
* Website hits and downloads
* Feedback (formal and informal) from attendees – develop survey and plan its delivery
* Event statistics - attendance (numbers) at your event

## 11. Communications activity planner

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Deadline** | **Activity / Comm’s Tool** | **Target audience** | **Commentary** | **Actions officers** | **Budget** | **Status** |
| 1 Mar | Media release | Sunshine Coast Community | Send media release on event and performers to papers and magazines | Secretary | N / A | Draft complete |
| 2 Mar | Facebook | Facebook contacts | Post on artist announcement | Admin assistant | N / A |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## 12. SWOT analysis diagram

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Special guest / celebrity speaker  Raises awareness of…. | Not enough volunteers or staff  No capacity or skill in marketing |
| **Opportunities** | **Threats** |
| Partnership with other groups or organisation  Media sponsorships | Weather  Bad publicity  competition |