**COMMUNICATIONS PLAN**

**<Insert Project Name>**

Document Version: **<Insert Version Number>**

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**Version History**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Document Version** | **Document Revision History** | **Document Author/Reviser** |
| <Insert version completion date> | <Insert version number> | <Briefly describe work completed to create the version> | <Name author or reviser> |
| <Example:> |  |  |  |
| May 15, 2006 | 1.0 | Initial draft | John Doe |
|  |  |  |  |

**Approvals**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Document Version** | **Approver Name and Title** | **Approver Signature** |
| <Insert approval date> | <Insert version approved> | <Provide name and title of approver> |  |
| <Example:> |  |  |  |
| June 30, 2006 | 3.0 | James Doe, Project Sponsor and Director, IT |  |
|  |  |  |  |

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**Appendix A:** Communications Budget
**Appendix B:** Communications Schedule

1. **Introduction**

<Recommended text:>

This introduction provides the purpose and scope of this document, the objectives of communications activities, and the assumptions and constraints used during the development of this document.

## Purpose of this Document

This section outlines the purpose of the Communications Plan.

<Recommended text:>

This Communications Plan outlines the overall approach for communicating with stakeholders about <insert project name>. It outlines key messages, describes key stakeholders, and describes communications activities and how their success will be evaluated. It also provides a communications budget and schedule.

## Scope of this Document

<This section outlines the scope of the Communications Plan. For example, if the plan only covers internal communications for a particular phase of a project or excludes certain activities that will be done by another party, that information should be provided here.>

## Project Background

<This section provides a brief background on the project being supported by this Communications Plan. Keep this section brief -- half a page or less.>

## Communications Objectives

<This section lists the main objectives of communications activities.>

## Assumptions and Constraints

<This section lists the assumptions and constraints specific to communications. This section does not restate the assumptions and constraints of the entire project. An assumption is a circumstance or event outside the project that can affect its success and that the authors of this plan believe will happen. Constraints are restrictions or boundaries placed upon the project that limit the choices of the project team.>

1. **Communications Plan**

<Recommended text:>

This Communications Plan outlines project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities. All activities are summarized in a Communications Schedule and Budget attached as appendices to this document.

## Key Messages

<Key messages are the three or four most important statements about a project the team wishes to share with stakeholders. They should communicate both key facts and motive.>

## Branding and Visual Identity

<If a brand or visual identity is being developed for the project, this section summarizes related activities and any known requirements.>

## Audience Analysis

<This section provides objectives and key messages for each audience. It also lists the recommended communications vehicles and feedback mechanisms.>

| **Stakeholder** | **Objective** | **Key Messages** | **Communication Vehicles** | **Feedback Mechanisms** |
| --- | --- | --- | --- | --- |
| Internal Stakeholders |
|  |  |  |  |  |
|  |  |  |  |  |
| External Stakeholders |
|  |  |  |  |  |
|  |  |  |  |  |

##

## Communication Activities and Events

<This section lists the project’s communications activities and events. It first itemizes Standing Activities and Events, which happen repeatedly and may include regular meetings, regular status reports, or the periodic release of a newsletter publication. It also itemizes Special Activities and Events, which often happen only once, and may include such things as a project launch meeting with stakeholders.>

## Standing Activities and Events

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity/Event** | **Purpose** | **Audience** | **Timing** | **Responsible** | **Status** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## 2.6 Special Activities or Events

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity/Event** | **Purpose** | **Audience** | **Timing** | **Responsible** | **Status** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Evaluating Communication Effectiveness

<This section describes how the team will assess whether or not communications activities and events are meeting their objectives and whether or not the overall communications objectives are being achieved.>

## Roles and Responsibilities

<This section outlines the roles and responsibilities of staff undertaking communications activities. It should align with the overall project organization chart and role descriptions as outlined in the Project Plan and provide more detail.>

|  |  |
| --- | --- |
| **Name** | **Title and Role** |
|  |  |
|  |  |
|  |  |

**Appendix A: Communications Budget**

<Insert here a budget for communications activities. This budget should be consistent with the overall Project Budget but provide more detail on the cost of communications activities such as designing and printing materials and hosting events.>

**Appendix B: Communications Schedule**

<Insert here a schedule for communications activities. It must be consistent with the overall Project Schedule, but it should include more detail on the timing of communications activities and events.>