

Event/Project Name Communications or Promotions Plan

DEPARTMENT OR CORPORATE MISSION STATEMENT

Label draft number or as final version

Date Created: Date Month Year

Creator: Name of original author

Date Updated: Date, Month, Year

Updater: Name of reviser/ updater

Link to file: Add hyperlink to file

File Path: write out the file path

Background

A brief explanation of the entity's history with the project, event, or campaign being planned. What developments led to the current relationship with our stakeholders or internal partners? Identify the current understanding (or lack of understanding) about the situation. What tactics and strategies have we used so far, which ones have worked and why? Which ones failed and why?

Strategic and Business Goals

Overarching corporate strategic plan

Write or paste in sections of the entity's current over arching strategic plan that this plan addresses.

Overarching corporate Business Plan:

Paste in sections of the entity's current overarching Business Plan this communications, event, or promo plan serves.

SW/LOT Analysis

SW/LOT analysis	Opportunities <i>Positive external factors outside the control of the client upon which they could capitalize</i>	Threats <i>Negative external factors outside the control of the client that can affect the client</i>
Strengths <i>Positive internal factors within the control of the client upon which they could capitalize. Anything the client does well (e.g., relationships, processes, personnel).</i>	S.O. strategies are straightforward to implement and answer how the group's strength is used to exploit potential opportunities.	S.T. strategies identify unfavourable situations in the organization's environment to mitigate or defuse potential damage to its strategy.
Weaknesses <i>Negative internal factors within the control of the client .Things the client does poorly or not at all.</i>	W.O. strategies examines limitations, faults, or defects in the organization to lessen or erase their impact on achieving objectives	W.T. strategies identify potential threats that negatively impact the organization's ability to achieve it objective.

Audiences

Primary Audiences

1. *Describe the primary group targeted by this activity.*

Secondary Audiences

2. *Describe the secondary audience; why is it important for these groups to know the usefulness of launching this activity and how communicating with the primary audience*

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achieves objectives. Within the entity, this likely includes board members, senior executives, and staff. Externally, this likely includes stakeholders directly related to the entity's missions and goals, and, for some projects, the public. audience.

Goals

- *Identify and provide a brief explanation of the common understanding between the entity and its audiences and audiences understanding about the entity, its services, or other issues. Goals should have a best fit, reasonable and realistic.*

Objectives

1. *Describe the preferred actions and responses from the target audiences. Make the descriptions specific, measurable and how these actions support the goals of the entity's strategic and business plans.*
2. *Describe a second action.*
3. *Describe a third action.*

Timeline

Estimate date of completion.

Identify major milestones critical to the project's completion.

Key Messages

1. *List statements that we want all audiences to hear through all or most of our tactics. Three or fewer key statements – messages – is the ideal number with five being the maximum number of key messages. A brief list of sub-key messages to certain audiences may also be of value*
2. *List the second key message*
3. *List the third key message.*

Audience	Secondary Messages
<i>Check primary (1) or secondary (2)</i>	<ul style="list-style-type: none">• <i>List additional messages meant for particular audiences.</i>• <i>List additional messages meant for particular audiences or delete</i>• <i>List additional messages meant for particular audiences or delete</i>
<i>Check primary (1) or secondary (2)</i>	<ul style="list-style-type: none">• <i>List additional messages meant for particular audiences</i>• <i>List additional messages meant for particular audiences or delete</i>• <i>List additional messages meant for particular audiences or delete</i>

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Strategies and Tactics

<i>Strategy</i>	<i>Tactic</i>	<i>Audience</i>	<i>SWOT Reference</i>	<i>Assignee</i>
<p><i>Enter first strategy</i> <i>Strategies identify the broad categories of tools used to reach a specific audience.</i></p>	<p><i>enter tactic a)</i> <i>Tactics describe the specific tools to use to implement the first strategy and achieve the objective.</i> <i>Repeat for all tactics.</i></p>	<p><i>Identify the audiences these tactics are aimed at and how their intended/desired reaction to this tactic contributes to the first strategy</i> <i>Repeat for all tactics</i></p>	<p><i>Identify the SW/LOT this tactic addresses</i> <i>Merge column when the SW/LOT is the same for all tactics and its audiences</i> <i>Repeat for all tactics</i></p>	<p><i>Identify the person responsible for implementing tactics</i> <i>Merge column if the assignee is the same for all tactics.</i> <i>Repeat for all tactics</i></p>
	<p><i>enter tactic b).</i></p>			
	<p><i>enter tactic c)</i></p>			
	<p><i>enter tactic d)</i></p>			
<p><i>Enter second strategy</i> <i>Strategies identify the broad categories of tools used to reach a specific audience.</i></p>	<p><i>enter tactic a)</i> <i>Tactics describe the specific tools to use to implement the second strategy and achieve the objective.</i> <i>Repeat for all tactics..</i></p>	<p><i>Identify the audiences these tactics are aimed at and how their intended/desired reaction to this tactic contributes to the first strategy</i> <i>Repeat for all tactics</i></p>	<p><i>Identify the SW/LOT this tactic addresses</i> <i>Merge column when the SW/LOT is the same for all tactics and its audiences</i> <i>Repeat for all tactics</i></p>	<p><i>Identify the person responsible for implementing tactics</i> <i>Merge column if the assignee is the same for all tactics.</i> <i>Repeat for all tactics</i></p>
	<p><i>enter tactic b)</i></p>			
	<p><i>enter tactic c)</i></p>			
	<p><i>enter tactic d) add more rows as needed</i></p>			

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<i>Strategy</i>	<i>Tactic</i>	<i>Audience</i>	<i>SWOT Reference</i>	<i>Assignee</i>
<i>Enter third strategy</i> <i>Strategies identify the broad categories of tools used to reach a specific audience.</i>	<i>enter tactic a)</i> <i>Tactics describe the specific tools to use to implement the third strategy and achieve the objective.</i> <i>Repeat for all tactics.</i>	<i>Identify the audiences these tactics are aimed at and how their intended/desired reaction to this tactic contributes to the third strategy</i> <i>Repeat for all tactics</i>	<i>Identify the SW/LOT this tactic addresses</i> <i>Merge column when the SW/LOT is the same for all tactics and its audiences</i> <i>Repeat for all tactics</i>	<i>Identify the person responsible for implementing tactics</i> <i>Merge column if the assignee is the same for all tactics.</i> <i>Repeat for all tactics</i>
	<i>enter tactic b)</i>			
	<i>enter tactic c)</i>			
	<i>enter tactic d) add more rows as needed</i>			
<i>Enter fourth strategy</i> <i>Strategies identify the broad categories of tools used to reach a specific audience.</i>	<i>enter tactic a)</i> <i>Tactics describe the specific tools to use to implement the fourth strategy and achieve the objective.</i> <i>Repeat for all tactics.</i>	<i>Identify the audiences these tactics are aimed at and how their intended/desired reaction to this tactic contributes to the fourth strategy</i> <i>Repeat for all tactics</i>	<i>Identify the SW/LOT this tactic addresses</i> <i>Merge column when the SW/LOT is the same for all tactics and its audiences</i> <i>Repeat for all tactics</i>	<i>Identify the person responsible for implementing tactics</i> <i>Merge column if the assignee is the same for all tactics.</i> <i>Repeat for all tactics</i>
	<i>enter tactic b)</i>			
	<i>enter tactic c)</i>			
	<i>enter tactic d) add more rows as needed</i>			

Evaluation

Evaluation methods must be linked with the objectives. In the table below, identify markers of success and methods for measuring success (complete this section before submitting the plan for approval).

Objective	Tactic	Measurement Method	Result
1.	Identify the result to measure for each tactic Repeat for all tactics	Identify the measurement method: survey or other statistics gather tool Repeat for all tactics	Detail results of measurement and corresponding assessment of success or failure. Repeat for all tactic
2.			
3.			

Debrief

Successes

List the tactics and strategies that contributed to meeting the objectives and explain why they worked

- 1.
- 2.
- 3.
- 4.

Lessons

List the tactics and strategies that didn't work. Suggest ones for the future that are more likely to work.

- 1.
- 2.
- 3.
- 4.