

Communications Planning - template

Use the template below to summarise your main decisions on your target audience, what you want that communications action to achieve, the message/s you will aim to get across, what channel/s you will use and when you will do it. You can type directly into the boxes below.

01

Communications plan for project (name)

Overall communications objectives
(from communications strategy)

Launch phase (where you introduce your project to key audiences, raise awareness of its objectives and may try to achieve higher attendance, local media coverage, etc.):

Audience	Activity	Messages	Channels	Timings
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02

Sustain phase (where you may ask for certain support or behaviour change in key audiences, or seek to maintain support or behaviour change):

Audience	Activity	Messages	Channels	Timings
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03

Spread phase (where you seek to spread the awareness, adoption of practice or new ways of working to audiences outside your original target audience groups):

Audience	Activity	Messages	Channels	Timings
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