



A Summary of your Key Communication Project Decisions

(Combine your communication planning steps into a cohesive summary.)

Project Title:

Background/Context:

(Project overview, what's the issue you're addressing, what's happening internally and externally that could affect your communication efforts, etc.)

Goal:

(Simply state your big picture goal – why you're doing what you're doing.)

Objectives:

(List your main objectives or steps to help you reach your goal.)

Objective A:

Objective B:

Objective C:

Priority Objective Selected for this Plan:

Target Audiences:

(List key decision makers and influential audiences. If relevant, include a brief description of this individual/group, i.e. their core concerns and potential connections.)

Research:

(What do you need to know about your target audience to verify the draft messages and tactics below? How will you get the information?)

Key Messages:

(List key messages from final Message Box and note which audience these messages are geared towards. Remember these messages will likely change and evolve.)

Messengers:

(List potential messengers or characteristics you'd like a project/campaign messenger to have. If relevant, include a brief description of these messengers and why you've chosen them.)

Tactics:

(List the communication tactics and tools you plan to use to help you achieve your objective.)

Measurements:

(List measures that will help you monitor results and revise your approach accordingly, and track actions that were not in place prior to your project/campaign.)

Timeline/Action Items:

(This list of dates should include your plan for executing your tactics, upcoming events, and relevant deadlines. Be sure to identify a point person responsible for each action.)