**Organizational Communication:**

**Summary:**

A website redesign and development/migration to support the client’s new brand/image

**Communication Goals:** (Reason why Communication is necessary)

* Keep Stakeholder informed of project timelines, budget and project needs
* Provide clear insights into any decision needed or roadblocks
* Provide Structured Opportunities for feedback from the customers
* Give SLA necessary information to gain acceptance of the project

**StakeHolder Information and Communication Preference**

(Who, where ,What and how to communicate)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Person** | **Role Title** | **Frequency** | **Format/Channel** | **Notes** |
| Ben Aston | VP of Communications | Major Milestones | High-level timeline , budget, progress update via Email | Prefers to see Final approved files only |
| James Swift | CommunicationsProject Lead | Weekly | Weekly check in meetings, emails (cc) | Final approval on milestones, strategic direction if needed |
| Brandon Mckey | Communications Coordinator | Daily | Weekly check in meetings, Daily emails as needed | Go to person for questions, deliverables etc |

**Communication Style**

**Weekly-Check Ins**

Weekly Phone calls with the coordinator and project lead to go over questions, deliverables and share any related work as it is completed

* **Share**
  + Timeline and Budget flags
  + What’s been completed
  + What’s in progress
  + Any deliverables needed approval
  + Questions about deliverables

**Weekly-Email report**

Weekly Email sent on Mondays ro rely project timeline, budget and milestone particular

* **Share**
  + Budget burn
  + Timeline specifications
  + Link to deliverables approved
  + Link to edited deliverables
  + Next step list
  + Waiting on list

**Major MileStone meetings**

Meetings setup for presentation and major deliverable milestone

* **Share (3-4 days advance)**
  + Agenda of the meeting
  + Attendees needed for the meeting
  + A small description about the meeting (Summary)
* **Meeting Format (3-4 days advance)**
  + Agenda review
  + Deliverables presentation by team lead
  + Questions & Discussion
  + Next steps review
* **Email (Immediately after the meeting)**
  + Meeting notes to all attendees
  + Next steps and waiting on lists
  + Link to approved or shared deliverables for additional review
* **After Approval (Immediately after the meeting)**
  + Send email with the approved file link to all SLA on project