**Table of Contents**

1. Communication Objectives
2. Stakeholder Communication Matrix
3. Communication Methods & Frequency
4. Reporting & Escalation Procedures

**1. Communication Objectives**

* Ensure timely and accurate information sharing.
* Keep all stakeholders informed about progress, risks, and changes.
* Foster collaboration across teams through transparent communication channels.

**2. Stakeholder Communication Matrix**

| **Stakeholder** | **Information Needs** | **Method** | **Frequency** |
| --- | --- | --- | --- |
| Project Sponsor (Jane Doe) | Milestones, high-level updates | Email, Monthly Report | Monthly |
| Project Manager (John Smith) | Detailed progress, risks, issues | Jira Dashboard, Meetings | Daily/Weekly |
| Development Team | Task assignments, technical issues | Jira, Daily Stand-ups | Daily |
| QA Team | Test results, bug reports | Jira, Email | Daily |
| Marketing & Support Teams | Launch plans, post-launch support | Meetings, Emails | Weekly |

**3. Communication Methods & Frequency**

* **Daily:**
  + Stand-up meetings (15 minutes) using video conferencing.
  + Jira board updates for task tracking.
* **Weekly:**
  + Team review meetings, progress status updates.
* **Monthly:**
  + Detailed progress reports and stakeholder meetings.
* **Ad-hoc:**
  + Email alerts and instant messaging for urgent issues.

**4. Reporting & Escalation Procedures**

* **Jira Reports:** Automatically generated reports on task progress and sprint outcomes.
* **Escalation:**
  + Issues unresolved in daily stand-ups will be escalated to the Project Manager and Sponsor immediately via email and Jira notifications.