

GOTHAM COMMUNICATION PLAN

The purpose of a well-prepared communication plan is to: define the needs of the communication strategy, put an estimate about the cost of the project and finally evaluate the performance of every actions.

We will list below every step of the communication plan:

Step 1: **Define the project**

What is the main goal of the project?

-> Simplify tasks of the SWAG.

2: **Identify key stakeholders**

The project will impact a lot of people:

- The SWAG
- People of Gotham.
- The city hall

Step 3: **Estimation of the budget**

Project cost = 460 000€.

The budget is made up of:

- Tablet for SWAG to report instantly their requests or information's. => 20 000€
- A time manager application to manage the working-time of all employees. We need to equip all the employees and create a custom application for the SWAG Price => 100 000€.
- Custom GPS in trucks to find the filled garbage cans and notify nearest SWAG member. Price => 100 000€.
- Buy Drone to perform surveillance in neighborhoods. Plus, they can send signals to the SWAG to warn dangers. Price => 200 000€.
- Connector trash can with sensor to see the filling level. All sensors detect garbage and send signal to the truck GPS. The SWAG then goes to the signal and empty the garbage. We counted ~250 bin in Gotham => 20 000€

Step 4: Identify methods of communication

First, conferences should be organized to answer every SWAG member questions about the project and resolve any misunderstandings. For the citizens of Gotham, informing them on the television would be easier and more impactful. The frequency of message will be high at first, then will slow down to not piss off people about the project. comp

Step 5: Plan your actions

SWAG will be formed with the new equipment and software as soon as possible. At the same time, meetings will take place to explain the purpose of every equipment. We must also explain the advantages of the software (gain time). Then we will explain via television or radio the use of drone in the neighborhood.

Step 6: Evaluate your result

We must prepare KPI (Key performance indicator) to see the efficacy and influence of the communication plan. Then we will see the results with the KPI and social network.