

Case Study Communication Strategy

Target audience (stakeholder)	Frequency	Method	Owner
Managing Director	Weekly	E-mails, meeting, face2face	IT dep, managers
Booking Manager	Daily	E-mails, call, face2face	IT dep, booking clerk
Account Manager	Daily	E-mails, call, face2face	IT dep, account clerk
Activity Manager	Daily	E-mails, call, face2face	IT dep, hostel manager
Issuing Clerk	Daily	E-mails, call	IT dep, account clerk
Booking Clerk	Daily	E-mails, call	IT dep, hostel staff
Account Clerk	Daily	E-mails, call	IT dep, booking clerk
Clients/Customers	Monthly	E-mails	IT dep
IT department	Weekly	E-mails, call	IT dep, clerks, hostel staff
Hostel reception Staff	Daily	Call, face2face	Hostel manager, instructor
Ads agency	Quarterly	E-mail	IT dep
Consultant	Half year / yearly	E-mail	IT dep