**Communication Management Plan**

1. **Purpose**
2. **Elements of communication**

Feedback and Monitoring Effectiveness

Feedback is essential to ensure the ongoing effectiveness of project communication. In

addition to determining whether people feel the communicators are doing a credible job,

feedback will focus on finding answers to a series of questions, for example whether people:

· Deliverables and scope

· Deadlines

· Status report

· Issues.

· Update the change and progress, and stakeholders’ feedback

· Continuous getting support and ownership.

1. **Project Communication receivers**

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| Receiver | Interest | Expectation |
| Sponsor | Project progress; Project success | Plan in the right way; Done in the right way (on schedule, at cost, quality criteria) |
| Project team | Clearly be assigned with the tasks and complete it smoothly | Deliver the outcome successfully; Get feedback on time. |
| Development Department | Be assigned job with the task clearly and with success criteria | Deliver the outcome successfully; Get feedback and support in time |
| External stakeholders | Informed by the updates, be heard. | Their benefit is considered. |
| End User | Get value from the platform | Use the platform in a convenient manner and receive value. Feedback and issues be fixed on time. |
| Public | Informed by the updates, and be heard | Their benefit be considered. Get value and knowledge |
| Partner | Involved in the project in a positive way | Get their benefit, be shared with the resources of the platform, get chance in technology area of medical. Keep innovative and precise. |

1. **Communication Event**

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| --- | --- | --- | --- | --- | --- |
| Event | Message Receiver | Message Sender | Method | Frequency | Feedback Method |
| Project Team meeting | Project team | Project Manager | Discuss written status reports, presentation reviews | Weekly | Face to face comments on reports and issues |
| Status Report | Sponsors, project team, partners, development department | Project Manager | Meeting & Email | Weekly | Face to face, Email |
| User training | Project team, Customer Service Centre Staff, End user | Trainer | Training instructions & videos and phone appointment services | As required | Website, phone call |
| Email | External stakeholder | Marketing department | Emails | Weekly | Email, website, phone call |
| News & Conference | Public | Project Manager & Marketing Department | Website, emails, conferences, advertisement, social media | As required | Social media, Customer service chat box, surveys |

1. **5.Communication Instruments**

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| Instrument | Key content |
| Status Report | Status summary  Accomplishment achieved  Project plan deliverables  What next on schedule  keeping budget on track  Key decisions made, updated changes  Project problems and issues  Risk and mitigation plan |
| Team Meeting | Previous meeting minutes  Project status  Problems and issues  Communication plan |
| User training | Training  System policy and procedures |
| Email | Status summary  Updates on the project |
| News | Big Events |