

Communications plan template for project: AHI Real-time Marketing App Project

Communications item forum (What)	Owner (Who-Sender)	Audience (Who-Receiver)	Timing (When)	Format medium (How) (Where)	Purpose (Why)
Weekly Status Meetings	Cary Manning	All Stakeholders	Weekly (every Monday, 10AM CDT)	Video conference (e.g., Zoom) with slide deck	Share project progress, quality updates, risks, and issues; gather stakeholder feedback
Weekly Sponsor Meetings	Cary Manning	Mary Smithers (Sponsor)	Weekly (every Friday, 2PM CDT)	In-person meeting at Mary Smithers' office	Provide detailed updates to the sponsor, discuss strategic alignment, budget, and risks
Change Control Board(CCB) Meetings	Cary Manning	CCB Members	Weekly (every Wednesday, 11AM CDT) or as needed	Video conference with change log review	Review and approve quality-related changes (e.g., new requirements, defect fixes)
Sprint Review Meetings	Keiko Tanaka	Mary Lin, Mary Smithers, Ram Samuels, Cal Hamer, Customer Focus Group, Keiko Tanaka, Jose Garcia, External Vendor	Bi-weekly (end of 2-week Agile sprints)	Video conference with demo and feedback session	Present deliverables (e.g., design, prototype) for stakeholder feedback to ensure quality
Quality Audit Reports	Keiko Tanaka	Cary Manning, Priya Service, Keiko Tanaka, External Vendor, Mary Smithers, Mary Lin	Bi-weekly (post-audit, aligned with sprints)	Email with PDF report	Share findings from QA audits and QC testing to ensure process and deliverable quality
Customer Feedback Surveys	Cal Hamer	Customer Focus Group	Monthly with key sessions post-WBS 2.3 (beta test) and 3.2 (customer acceptance)	Online survey (e.g., Google Forms)	Collect feedback on app usability, functionality, and quality from external users
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