**Communication Management Plan**

**Overview**

***Purpose***

A Communication Management Strategy contains a description of the means and frequency of communication to parties both internal and external to the project. It facilitates engagement with stakeholders through the establishment of a controlled and bi-directional flow of information.

### Contents

The Communication Management Strategy should cover the following topics: Introduction

* Communications procedure
* Tools & techniques
* Records
* Reporting
* Timing of communication activities
* Roles & responsibilities
* Stakeholder analysis
* Information needs

## Advice

#### *The Communication Management Strategy is derived from the:* Corporate communications policies (e.g. rules for disclosure for publicly listed companies); The programme’s information management strategy; Other components of the Project Initiation Documentation (in particular the project management team structure, the Risk Management Strategy, Quality Management Strategy and Configuration Management Strategy); Facilitated workshops/informal discussions with stakeholders; and Stakeholder analysis.

A Communication Management Strategy can take a number of formats, including: Stand- alone product or a section in the Project Initiation Documentation; Document, spreadsheet, mindmap, or entry in a project management tool.

The following quality criteria should be observed:

* All stakeholders have been identified and consulted for their communication requirements
* There is agreement from all stakeholders about the content, frequency and method of communication
* A common standard for communication has been considered
* The time, effort and resources required to carry out the identified communications have been allowed for in Stage Plans
* The formality and frequency of communication is reasonable for the project’s importance and complexity
* For projects that are part of a programme, the lines of communication, and the reporting structure between the project and programme, have been made clear in the Communication Management Strategy
* The Communication Management Strategy incorporates corporate communications facilities where appropriate (e.g. using the marketing communications department for distributing project bulletins)

# Introduction

(States the purpose, objectives and scope, and identifies who is responsible for the strategy)

# Communications Procedure

(A description of (or reference to) any communication methods to be used. Any variance from corporate or programme management standards should be highlighted, together with a justification for the variance)

# Tools and Techniques

(Refers to any communication tools to be used, and any preference for techniques that may be used, for each step in the communication process)

# Records

(Definition of what communication records will be required and where they will be stored (for example, logging of external correspondence))

# Reporting

(Describes any reports on the communication process that are to be produced, including their purpose, timing and recipients (for example, performance indicators))

# Timing of Communication Activities

(States when formal communication activities are to be undertaken (for example, at the end of a stage) including performance audits of the communication methods)

# Roles and Responsibilities

(Describes who will be responsible for what aspects of the communication process, including any corporate or programme management roles involved with communication)