# General Information

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| --- | --- |
| **Project Name/Project #:** |  |
| **Business Process Owner/Sponsor:** |  |
| **Author:** |  |
| **Project End Date:** |  |

# Revision / Change History

|  |  |  |
| --- | --- | --- |
| **Revision Level** | **Revision Date** | **Description of Changes** |
| 01 | 4/26/2011 | 1. Initial Version |

# Overview

Generally describe the project

# Business objectives

* What is the business objective of the project?

# Communication objectives

* What do you want to achieve with communication?

# Target Audiences

Who are you trying to reach? What do you want them to think, feel and do?

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| --- | --- | --- | --- | --- |
| Audience name | Description | Think | Feel | Do |
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# Key Messages

These are message that can be used in developing communication materials for key audiences.

|  |  |  |
| --- | --- | --- |
| Topic | Message | Proof Points |
| What is it? |  |  |
| Why are we doing it? |  |  |
| Who |  |  |
| When |  |  |
| How? |  |  |

# Communication Tactics

Communication items that will be used to convey the message.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Timing/status | Tactic | Audience | Delivery | Comm. Objective |
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# Program measurement

* What are the business metrics to ensure the goals are achieved?

# Communication measurement

* What are the communication metrics to ensure the goals are achieved?

# Considerations

* Anything else that impacts this project?