

Communications plan template for project: AHI Real-Time Marketing Analytics App

Communications item forum (What)	Owner (Who-Sender)	Audience (Who-Receiver)	Timing (When)	Format medium (How) (Where)	Purpose (Why)
Weekly Project Status Meeting	Cary Manning	All key stakeholders	Weekly – Thursdays 10:00 AM	Video call (Teams)	Review progress, issues, risks, and deliverables
Sponsor 1:1 Meeting	Cary Manning	Mary Smithers (Sponsor)	Weekly – Wednesdays 9:00 AM	Mary's office	Provide project update, escalate issues, review help needed
Status Report (Written)	Cary Manning	All stakeholders	Weekly – Fridays by 12:00 PM	Email + SharePoint	Provide summary of status, risks, milestones
Change Control Board (CCB) Meeting	Cary Manning	CCB Members	Biweekly – Mondays 11:00 AM	Teams Meeting	Review change requests, approve or reject changes
IT and QA Sync	Keiko Tanaka	Priya Service (IT), Dev Team	Biweekly – Tuesdays 3:00 PM	Teams	Review dev quality, test progress, and open issues
Vendor Coordination Meeting	Cary Manning	External App Vendor	Weekly – Mondays 2:00 PM	Teams or vendor platform	Ensure alignment on deliverables and timelines
Training Readiness Review	Keiko Tanaka	Internal Trainers	One-time – Oct 1, 2:00 PM	Conference Room	Finalize training materials and delivery schedule
Risk Review Session	Cary Manning	Priya, Ram, Mary	Monthly – Last Friday 2:00 PM	Teams	Identify, review, and update project risks
Post-Launch Feedback Review	Keiko Tanaka	Ram Samuels, Focus Group	One-time – Nov 15, 10:00 AM	Teams/Focus Room	Gather and assess beta test and live app feedback
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