



CREATE A COMMUNICATION PLAN—MESSAGE



Your message is the story you want to tell. You know the goal and purpose of your communication plan and you have identified your audience. Now you need to create the message that fulfills the goals and reaches the audience.



BACK

NEXT

Directions



WHERE LEADERS
ARE MADE

Select to move to another section:



Visionary Communication 3: Develop a Communication Plan

CREATING A COMMS PLAN
"Perception is reality"
COMMS PLAN BY ITEM / EVENT

Item / Event	Purpose	Audience	Date/frequency	Who responsible	Authority to release

0:17 / 6:08 • Introduction >

Project Management: Creating a Commu

PM ProjectManager 387 tis. odberate'ov Odoberat'

@TheAdrianaGirdler
AdrianaGirdler

0:59 / 12:35

Project Communication Plan [STEP-BY-

Adriana Girdler ✓ 171 tis. odberate'ov Odoberat'





PLÁNOVAŤ
ČI
NEPLÁNOVAŤ?

„Those who fail to
plan, plan to fail.“

WRITE A COMMUNICATION PLAN

In the table below, answer the questions about the components of your communication plan. Be as specific as possible. Each column represents a different target audience, if you have more than one.

Goals	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
What are your goals? (Make sure your goals are specific, measurable, attainable, relevant, and timely.)	- Zorganizovať do konca septembra konferenciu pre 50 ľudí - Spropagovať firmu Ravenville a seba medzi potenciálnymi klientami - Získať know-how z oblasti plánovania podujatí - Získať 1-5 nových členov do klubu a budúcich spolupracovníkov Existujúci tvorcovia obsahu, 25-35 rokov	Toastmasters a rečnícka komunita	Korporátna komunita profesionálov
Message			
What message do you need to communicate?	Príďte spoznať ľudí ako ste vy. Posuňte svoju tvorbu na vyššiu úroveň a príďte si vypočuť rečníkov, ktorí majú bohaté skúsenosti vo svojom obore.	Príďte sa pozrieť na reálne podujatie organizované komunitou Toastmasters pre ľudí mimo Toastmasters. Spoznajte, kam sa viete ako rečníci časom dopracovať.	Firma Ravenville organizuje konferenciu s odborníkmi z oblasti tvorby obsahu a marketingu. Príďte sa pozrieť a spoznať nových ľudí.
Why are you communicating this message?	Takýto typ podujatia na Slovensku neexistuje. Chcem dať o sebe vedieť a spolupracovať s touto cieľovkou aj komerčne.	Chcem komunite Toastmasters ukázať, kam sa môžu dostať ako rečníci a ako organizátori. Chcem, aby sa ku mne pridali, prišli sa učiť a pomôcť mi s ďalšími akciami.	Chcem len dať vedieť, že nejaké podujatie bude. Nečakám, že sa na ňom títo ľudia objavia, no zároveň rád sa nechám prekvapiť.
What actions/attitudes do you hope others will adopt?	Verím, že radi prídu a že budú aktívne pozývať aj známych, ktorí sa venujú tvorbe obsahu.	Komunita Toastmasters je skôr pasívna. Čakám, že sa zúčastní aspoň pár členov klubu Toastmasters Košice a z nich sa aspoň 1-2 zapoja do ďalších podujatí.	Čakám nanajvýš lajk príspevku na sociálnej sieti.
How will each audience be affected by your message?	Komunita z okolia Košíc a Prešova príde. Širšie okolie nečakám, kým si konferencia nevybuduje meno.	Zaujme ich, ale väčšina slovenskej komunity sa nezúčastní.	Minimálne.

WRITE A COMMUNICATION PLAN

In the table below, answer the questions about the components of your communication plan. Be as specific as possible. Each column represents a different target audience. If you have more than one:

Goals	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
What are your goals? (State your goals as specific, measurable, attainable, relevant, and timely.)	<ul style="list-style-type: none"> Engagement de l'ensemble des membres de la communauté Participation de l'ensemble des membres de la communauté Participation de l'ensemble des membres de la communauté Participation de l'ensemble des membres de la communauté 	Engagement de l'ensemble des membres de la communauté	Participation de l'ensemble des membres de la communauté
What message do you need to communicate?	Profile of the community is the main message. Profile of the community is the main message. Profile of the community is the main message.	Profile of the community is the main message. Profile of the community is the main message. Profile of the community is the main message.	Profile of the community is the main message. Profile of the community is the main message. Profile of the community is the main message.
Why are you communicating this message?	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.
What actions/attitudes do you hope others will adopt?	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.
How will each audience be affected by your message?	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.	Community is the main message. Community is the main message. Community is the main message.



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	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
<p>What are your goals? (Make sure your goals are specific, measurable, attainable, relevant, and timely.)</p>	<ul style="list-style-type: none"> Organizational focus: Revenue, a sales leader, professional standards Individual focus: a client, a customer, a partner Global 1-2 target clients to build a business relationship <p>Example: Revenue growth, 20-25 sales</p>	<p>Example: Revenue growth, 20-25 sales</p>	<p>Example: Revenue growth, 20-25 sales</p>
<p>What message do you need to communicate?</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>
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<p>What actions/attitudes do you hope others will adopt?</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>
<p>How will each audience be affected by your message?</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>	<p>Provide a clear, concise, and specific message. Provide a clear, concise, and specific message. Provide a clear, concise, and specific message.</p>



Message

What message do you need to communicate?

Príďte spoznať ľudí ako ste vy. Posuňte svoju tvorbu na vyššiu úroveň a príďte si vypočuť rečníkov, ktorí majú bohaté skúsenosti vo svojom obore.

Príďte sa pozrieť na reálne podujatie organizované komunitou Toastmasters pre ľudí mimo Toastmasters. Spoznajte, kam sa viete ako rečníci časom dopracovať.

Why are you communicating this message?

Takýto typ podujatia na Slovensku neexistuje. Chcem dať o sebe vedieť a spolupracovať s touto cieľovkou aj komerčne.

Chcem komunitu Toastmasters ukázať, kam sa môžu dostať ako rečníci a ako organizátori. Chcem, aby sa ku mne pridali, prišli sa učiť a pomôcť mi s ďalšími akciami.

What actions/attitudes do you hope others will adopt?

Verím, že radi prídu a že budú aktívne pozývať aj známych, ktorí sa venujú tvorbe obsahu.

Komunita Toastmasters je skôr pasívna. Čakám, že sa zúčastní aspoň pár členov klubu Toastmasters Košice a z nich sa aspoň 1-2 zapoja do ďalších podujatí.

How will each audience be affected by your message?

Komunita z okolia Košíc a Prešova príde. Širšie okolie nečakám, kým si konferencia nevybuduje meno.

Zaujme ich, ale väčšina slovenskej komunity sa nezúčastní.

Communication Channels	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
Which communication channels do you intend to use? (Possible channels include in-person, online, marketing material, etc.)	<ul style="list-style-type: none"> - Ústne podanie - Online komunikácia - Marketingové materiály 	<ul style="list-style-type: none"> - Ústne podanie - Online komunikácia 	<ul style="list-style-type: none"> - Online komunikácia
What communication mediums do you intend to utilize? (e.g., if you chose online communication, you might connect through email.)	<ul style="list-style-type: none"> - Sponzorované videá na Facebooku - Prípady na LinkedIn - YouTube video - Letáky rozdávané na strategických miestach - Webstránka podujatia 	<ul style="list-style-type: none"> - Email - Messenger a Discord skupiny 	<ul style="list-style-type: none"> - LinkedIn a YouTube video
Timeline			
What are the milestones of your message and when should you reach them?	<p>Tworba webu, vykonanie podujatia na sociálnych sieťach - 3 mesiac pred videom in situácia - predbežne aj in situ</p> <p>Letáky - in situ pred akciou</p>	<p>Časť in situ pred akciou a mesiac pred akciou</p> <p>Online komunikácia len v týždni, ktorý je najbližšie</p>	<p>Zdieľanie podujatia na sociálnych sieťach mesiac pred videom in situ</p> <p>Videá in situ pred akciou</p>
How frequently do you expect to be in contact with your audience?	<p>Do videá na sociálnych sieťach raz za 2-3 dni</p>	<p>Často, keďže som súčasťou tejto komunity</p>	<p>Raz týždenne</p>
Evaluation			
How will you evaluate your efforts?	<p>Registračný úspech po akcii</p> <p>Networking po akcii</p>	<p>Výsledok a spätná väzba, online vyhodnotenie aj, keďže ľudia z komunity prídu a budú mať možnosť sa opýtať</p>	<p>Registračný úspech po akcii</p>



Communication Channels	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
Which communication channels do you intend to use? (Possible channels include in-person, online marketing material, etc.)	<ul style="list-style-type: none"> - Online posters - Online komunikácia - Marketingová materiály 	<ul style="list-style-type: none"> - Online posters - Online komunikácia 	<ul style="list-style-type: none"> - Online komunikácia
What communication mediums do you intend to utilize? (e.g., if you chose online communication, you might connect through email.)	<ul style="list-style-type: none"> - Sponzorované videá na Facebooku - Prípady na LinkedIn - YouTube video - Lokálny rozhlas na strategických miestach - Webstránka podujatia 	<ul style="list-style-type: none"> - Email - Messenger a Discord skupiny 	<ul style="list-style-type: none"> - LinkedIn a YouTube video
Timeline			
What are the milestones of your message and when should you reach them?	<p>Tvorba webu, vytvorenie podujatia na sociálnych sieťach - 3 mesiac pred akciou</p> <p>Videa na YouTube - predbežne aj in akcie</p> <p>Lokality - in taktie pred akciou</p>	<p>Oznam tri mesiace pred akciou a mesiac pred akciou.</p> <p>Užšia komunikácia len s tými, ktorých to zaujme.</p>	<p>Zdieľanie podujatia na sociálnych sieťach mesiac pred</p> <p>Videa na YouTube pripravu predbežne</p>
How frequently do you expect to be in contact with your audience?	<p>Do sociálnych sieť každoročne mesiac pred akciou raz za 2-3 dni</p>	<p>Často, keďže som súčasťou tejto komunity</p>	<p>Raz týždne</p>
Evaluation			
How will you evaluate your efforts?	<p>Registračný úspech po akcii</p> <p>Networking po akcii</p>	<p>Výsledok a spätná väzba, online vyhodnotenie aj, keďže ľudia z komunity prídu a keďže budú určovať o spolupráci</p>	<p>Registračný úspech po akcii</p>



PLÁNOVAT
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PLÁNOVAT