Communications plan for project: Real-Time Marketing Data Application Development					
Communications item forum (What)	Owner (Who-Sender)	Audience (Who-Receiver)	Timing (When)	Format medium (How) (Where)	Purpose (Why)
Weekly Staus Meeting	Cary Manning	All Key Stakeholders	Weekly	Virtual Meetins	Provide updates on project progress issues, and milestones
Change Control Board Reviews	Mary Smithers	Project Team and CCB Members	As Needed	In-Person Meetings	Asses and approve requested changes to project scope or deliverables
Stakeholder Feedback Sessions	Ram Samuels	External Customers (focus group)	During Beta Testing	Survesy and feedback forms	Collect usability feedback and refine app features based on responses
Procurement Updates	Priya Servcie	Mary Smithers and Procurement Team	Bi-Weekly	Email Updates	Keep stakeholders informed about procurement progress and challenges
Performance Monitoring Reports	Cary Manning	All Key Stakeholders	Monthly Post-Launch	Written Reports	Share app performance metrics, customer engagement data, and insights
Sponsor Meetings	Mary Smithers	Project Manager	Weekly	In-Person Meetings	Ensure alignment with sponsor expectations and address high-level issues
Version: 1.0			Date: April 20XX		