



Communication plan

What is a Communication Plan?

The communication plan is used to share with stakeholders the benefits of your project and its progress.

It describes how essential project information will be communicated, by whom and how often.

To communicate effectively, you must have defined what you want to communicate, to whom, when and how.

The communication plan makes it possible to achieve your communication objectives while targeting your messages according to the project needs.

When to use it?

PLANNING PHASE

The communication plan is carried out during the planning phase of your project, and kept up to date according to the evolution of the stakeholders.

It is used to write down your communication objectives and choose the appropriate means to achieve them.

How to use it?

- Start by giving a general presentation of the project while listing the communication objectives
- Set up a register of stakeholders in order to identify them and know their interests and influences on the project
- Describe the general communication strategy
- Describe the appropriate communication strategies for each category of stakeholders: key actors, project actors, attentive actors, and passive actors
- Describe the governance of the project, the various meetings and committees that will control all stages of the project

Document structure

- Presentation of the project and communication objectives
- Identification of stakeholders
- General communication strategy
- Communication strategy adapted to each audience
- Resources and contributions
- Governance training strategy