

**COMMUNICATION PLAN TEMPLATE**

**Project/Event Contact or Coordinator**

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**Background behind the project/event:**  
Who, What, When, Where, Why?

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**Key dates, times, details:**

**Date:** ..... **Time:** .....

**Location:** .....

**Cost:** .....

**Communication Objectives:**  
What do you want to achieve and what does success look like?

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**Target Audience**  
Who are we trying to reach?

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**Key Messages:**  
What are the “selling points” of the project/event?

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**Issues/pressure points to be aware of:**

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**Where can you find more information about the project/event?**  
Facebook page, Twitter, or Event website etc

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**Budget for Communication**

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**Evaluation**

How to measure your objective

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Communication Tool	Timeframe	Responsibility	Status

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