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| Company Name |
| Communications Plan |
| [Type name of programme/project] |

Place your company logo here

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| Insert name of document author  Select date |

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*This document requires approvals to be signed-off and released for live use*

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# Programme/Project ID

*Insert the unique identifier for this programme/project.*

# Purpose

* 1. **Description of the Communications Plan**

*Include a brief description of the Communications Plan, its purpose and key objectives. Cross-reference to the Stakeholders Management Plan and Stakeholder Register.*

* 1. **Definition of Stakeholder**

*Note how ‘stakeholder’ is defined for the purposes of this programme/project*

* 1. **Plan Owner**

*State the owner of the Communications Plan and their position/status in the programme/project..*

# Audience

*Identify who the Plan is intended for and what use they will make of it e.g. ‘This Communications Plan is intended for use by key programme stakeholders, including the Programme Board, the CEO and Members of the Executive Board, Line Managers and Team Leaders, Project Managers and Project* *Teams.’*

# Co-ordination

*Describe how key programme/project message will be co-ordinated and by whom and what rules/criteria will be applied to all information released e.g. ‘each communication will comply with agreed formatting, and terminology, and have a clearly defined objective and purpose’*

# Stakeholder Profiles

*Summarise information about your key stakeholders in the following table. Cross-reference to the detailed list and information held in the Change Management Plan and Stakeholder Register.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Unique ID | Stakeholder/ Stakeholder Group | Area of Interest | Level of Interest | Level of Support | Involvement |
| *#* | *Insert the stakeholder or stakeholder group name.* | *Describe the stakeholder area of interest* | *Indicate the stakeholder’s level of interest – high, medium or low.* | *Indicate the stakeholder’s support for change – high, medium or low.* | *Insert the relevant RACI category for this Stakeholder – Responsible, Accountable, Consult, Inform.* |

# Communications Methods and Approach

* 1. **Channels and Media**

*Use the following table to summarise the main communications channels and media to be used to communicate with the programme/project’s stakeholders.*

|  |  |  |
| --- | --- | --- |
| Stakeholder/ Stakeholder Group | Channels/Media to be used | Frequency |
| *Insert the stakeholder or stakeholder group name.* | *Describe the communications channels and media to be used* | *How often?* |

**5.2 Communications Activities**

*Include details of the key communication events scheduled for the programme/project.*

|  |  |  |
| --- | --- | --- |
| Communications Event | Description | When |
| *Insert the event type e.g. ‘staff consultation’* | *Describe the event and how it will be managed e.g.*  *‘1:1’s, workshops and group sessions will take place during the initiation stages’.* | *Indicate when these activities will be undertaken e.g. ‘months 0-3 and then as required’* |

# Planning and Release

*Indicate how programme/project communications and information will be released e.g. ‘release of messages should normally be planned in advance in accordance with the programme/project plan, at key milestones or in direct response to key project events or deliverables.’*

# Review and Feedback

*Indicate what reviews of this Communications Plan will take place and when during the change programme/project and how feedback will be obtained and managed e.g.’* *every message will clearly state the feedback or response mechanism’.*