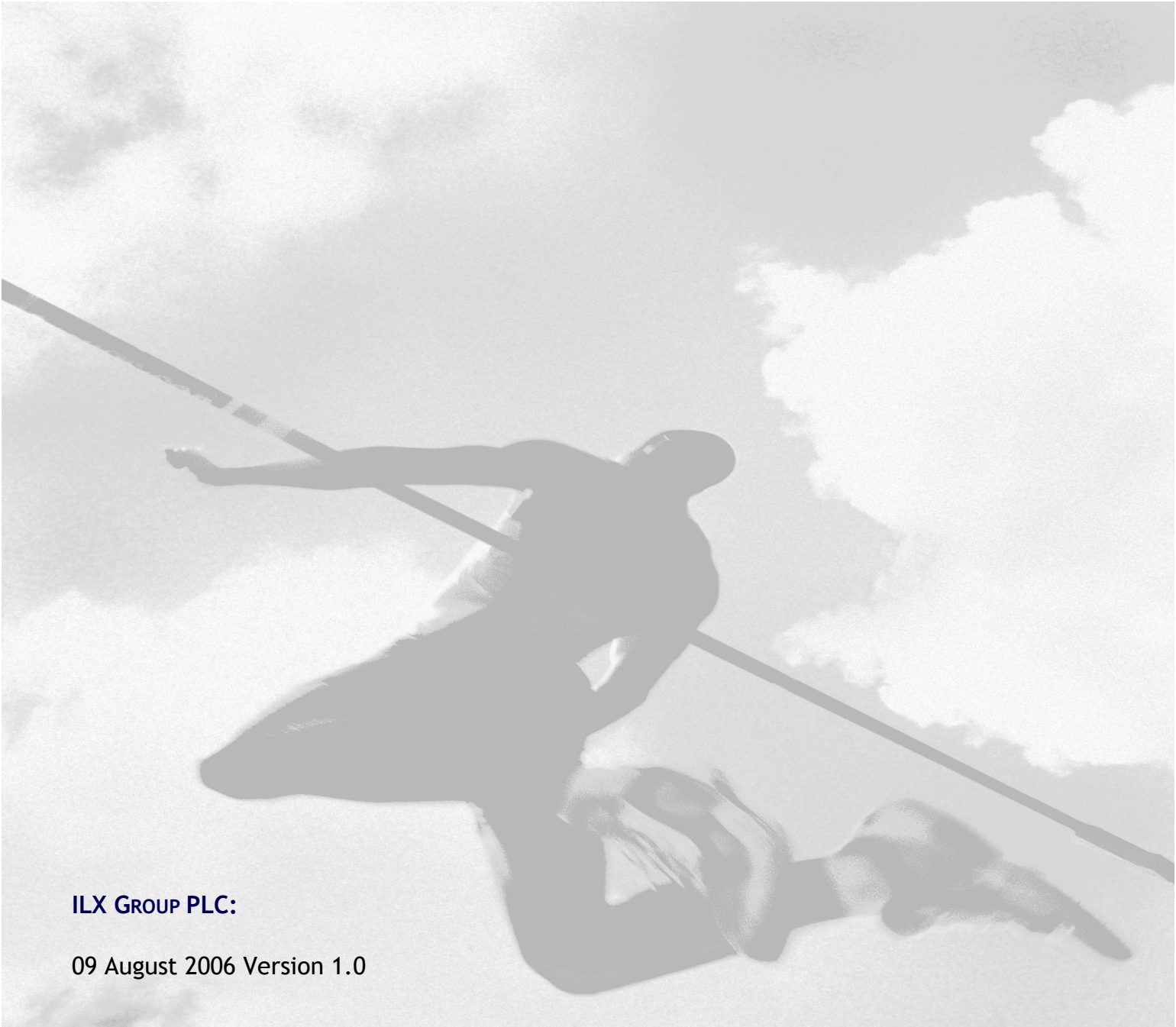


# MSP COMMUNICATION STRATEGY



**ILX GROUP PLC:**

09 August 2006 Version 1.0

For further information contact:  
ILX Group plc, 149 Hammersmith Road, London, W14 0QL, UK  
Telephone +44 (0)20 7371 4444 Fax +44 (0)20 7371 6556  
E Mail [info@ilxgroup.com](mailto:info@ilxgroup.com)

ILX Group plc. Registered in England & Wales No. 03525870

[www.ilxgroup.com](http://www.ilxgroup.com)

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## 1. PURPOSE

*Defines how information about the programme will be disseminated to stakeholders, people directly involved in the programme, the rest of the organisation and any other external organisations. Defines how people will be able to feed back their views, issues, ideas into the programme. Used to establish and manage the ongoing communications about the programme.*

## 2. COMMUNICATION MECHANISMS

*Communication mechanisms to be used, such as seminars, videos, email.  
HOW programme information / key messages will be delivered to each stakeholder group.*

## 3. KEY ELEMENTS TO BE DISSEMINATED

*Composition of key messages describing WHY the programme exists, WHAT it is expected to achieve, including the expected changes to each stakeholder group.*

## 4. HOW INFORMATION WILL BE RECEIVED

*How information from stakeholders etc will be received and handled within the programme.  
FEEDBACK mechanisms to be adopted by the programme to review the effectiveness of the communications plan, and the perception of the programme by the stakeholders.*

## 5. ROLES & RESPONSIBILITIES

*WHO will be responsible for delivering which parts of the communications plan to specific stakeholders.*

## 6. COMMUNICATION PLAN

*WHEN / WHERE the agreed communications activity will take place, and the required outcome.*

## 7. DERIVATION

- **STAKEHOLDER MAP**

*Identifies all interested parties both inside and outside the programme*

- **BLUEPRINT AND VISION STATEMENT**

*Composition of the changed organisation that should exhibit capabilities expressed in the Vision.*

- **PROGRAMME PLAN**

*Composition of the changed organisation that should exhibit capabilities expressed in the Vision.*