



## Communications Plan Template Description

The Communication Plan documents clear and specific objectives and activities for communication. It is an action plan and management tool to facilitate, support, and promote the project. It is the result of a collaborative effort between executive sponsors and the project team. The plan outlines the varying levels of commitment required of each stakeholder group throughout the project, describes the overall approach to increasing commitment, and defines techniques for how to measure commitment over time.

Prepare the Ownership Plan as part of the planning process and update it throughout the project as needed. This plan helps the organization's executive group understand their role in achieving the required commitment to the project, and outlines the actions that need to be taken. In doing so, the plan ensures that stakeholder groups exhibit the level of commitment required for the change to be accepted and institutionalized within the organization.

### **Communications Method**

The medium in which the communication will be delivered (e.g., counseling, newsletter, video conferencing, etc.)

### **Description**

The purpose of the communication method, describing what the communication method is, what it will be used for, and how it will be used.

### **Advantages**

The benefits that are realized by using the type of communication method.

### **Drawbacks**

The potential challenges, issues, and limiting factors that result from this type of communication method.

### **Comments**

Guidelines, suggestions, or additional information that may help in planning/delivering the communication method.



## **Communications Events Template Description**

The Communications Events document identifies and captures the specific communications events that occur throughout the life of the project. This document acts as a log of all the occurrences of communication related to the project.

### **Reference Number**

Identifies the communication events numerically.

### **Frequency**

Indicates the number of times that this event is expected to be conducted (e.g., ongoing, regular, one time only, etc.).

### **Event**

The type of event that is delivered (i.e., communication survey, internal awareness, etc.).

### **Audience**

Indicates the number of people to be reached in the audience. Remember to consider the target audience group's role and influence within the sponsoring organization in addition to its frame of reference.

### **Timing**

Indicates the date or dates on which the communication takes place.

### **Content**

The information that will be addressed within the particular event, required resources, and preparations, as necessary.

### **Purpose**

The reason for conducting the event, issues to be addressed, and benefits that will be realized.

### **Format**

The type of environment, medium, agenda, and reference materials that are required.



## Communications Plan Template

<b>IPT Name:</b>		
<b>Deliverable Name:</b> Communications Plan Template		<b>Date Completed:</b>
<b>Contact Information</b>		
	Name	Channel Unit
IPT Sponsor		
Channel Task Manager		
CIO Task Manager		
Contractor Task Manager		
<b>Task Order Number:</b>		

Audience	Communications Method	Description	Advantages	Drawbacks	Comments



## Communications Events Template

<b>IPT Name:</b>		
<b>Deliverable Name:</b> Communications Events Template	<b>Date Completed:</b>	
<b>Contact Information</b>		
	Name	Channel Unit
IPT Sponsor		
Channel Task Manager		
CIO Task Manager		
Contractor Task Manager		
<b>Task Order Number:</b>		

Reference Number	Frequency	Event	Audience	Timing	Content	Purpose	Format