



EXAMPLE COMMUNICATIONS PLAN

CALENDAR OF EVENTS

- Detailed calendar of events and communication item/ channel
- High level message/ content
- Purpose
- Audience
- High level ownership
- Useful for obtaining buy in to approach
- Useful to assess in house resources, media and channels
- Developing the budget

PROJECT PLAN

- Step by step project plan (Gantt chart)
- Content creation and messaging development
- Data requirements and data base management (for segmentation/ targeting/ personalising)
- Design and concept development
- Drafting and reviews and sign offs
- Artwork/ video/ website creation
- Build/programming and reviews and sign offs
- Booking of events/ diaries/ venues etc

TIMELINE

- High level summary of the customer experience
- Useful for 'air traffic control' - ensuring that customers are not receiving too conflicting campaigns