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| --- | --- | --- |
| **Project/Program Title** |  | |
| **Program Goals**  What are the overarching goals of this program**?** |  | |
| **Purpose(s) of communication**  *Why do you want to communicate this project?*  *Eg. recruit participants, share knowledge, improve procedures* |  | |
| **Audience(s)**  *Who do you want to tell?*  *Be as specific as possible.* |  | |
| **Key message(s)**  *What do you want them to know?* |  | |
| **Channels\***  **How will we reach your audience?**  *What will be most effective for them?* | Channel/tool | Tick if required |
| Organisation newsletter |  |
| Other internal/external newsletters or event listings, please specify: |  |
| Poster |  |
| Flyer |  |
| Direct mail promotion |  |
| Website   * event listing * editorial (blog) * news story * microsite |  |
| Video |  |
| Press release and/or media call |  |
| Event, provide requirements |  |
| Social media |  |
| Other |  |
| **Other requirements**  Will you need other comms support?  *\*please note that production of bespoke materials such as banners, microsites and videos are likely to require additional budget* | Copywriting/speechwriting |  |
| Event management |  |
| Photography |  |
| Presentations |  |
| Promotional items eg. banners |  |
| Video production |  |
| Other (please specify) |  |
| **Measures of success**  How will you know if communication has been successful? |  | |
| **Key dates/timing** |  | |
| **Comments** |  | |