

comms planning guide.

"the who, the how, the when and the why of planning an effective & efficient communication campaign"

why do we need a plan?

1. CONTEXT

set the scene. include references & links to relevant corporate/business plan priorities. detail the issue driving the need for dedicated communications activity.

include headline evidence/data/stats which demonstrate need or issue.



• ACT ON FACTS •

no research or evidence step?
no.

because robust data & solid insight should underpin every step of the comms planning process. all sections should reference supporting evidence. formal, informal, quantitative & qualitative.