

# Communication plan

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## What is the Communication plan and what it is good for

The purpose of the document is to specify the what (what information), why (for what reason), how (through which information channels), when (how often) and who (who will be responsible) for project communication to the outside environment and within the project (with who). It is a key tool and facilitates the communication of the project team with stakeholders (see the Register of stakeholders), making communication efficient and easy to read.

## When is the document prepared

**During project planning** – changes, even radical ones, are possible during realisation.

## Who participates in the preparation process

Usually the project management team.

## When is the document used

Mostly during the realisation phase of project management.

## Process of preparing the document

The process of creating a good communication plan is based on finding answers for the following points:

### 1) Information recipient:

Each stakeholder has its priorities and expectations, and are compatible with a different type of communication, a different communication channel.

### 2) Communication objectives:

The objectives will fundamentally depend on the information recipient and on the phase of the project. In the beginning the objective of the project manager could be to communicate the vision and objective of the project; later on this could change to explaining the benefits for users and in critical moments the objective will be to correctly communicate changes in the project.

### 3) Key communication:

Communication in the project must be consistent and unambiguous. It is necessary to ensure that it fulfills the expectations of its recipients and answers the question "and what will I get out of it?"

### 4) Communication format:

- a. **Medium:** Select a suitable communication channel: paper, facebook, email, personal meetings...
- b. **Frequency:** Think about the update frequency for information about the project.

### 5) Success rate measuring, feedback:

Implement simple tools to measure the success of your communication strategy. This may be informal feedback ("What do you think about this meeting?") or sophisticated monitoring of the impacts of individual communications (The given press release has X citations in local media and Y citations on the Internet).

### 6) Communication "administrator"

Depending on the decisions you have made above, it will be necessary to designate a specific individual(s) responsible for making sure that information

reaches the appropriate recipient. **Do not forget that the communication plan is a live document and may change over time!**

## Example of a completed form

### Communication plan

**Project name** Development of student language skills

Project stage Preparation of internships abroad

Information recipient	Communication objectives	Key communication	Format / Communication channel	Feedback	Administrator
Students – project customers	Obtain applicants interested in an internship in England and Germany (optimally, the number of applicants exceeds the number of free positions with a ratio of 2:1)	Experience and friendship: Become friends with students of partner schools. Compete for the best photo, story, etc. Create your own foreign internship programme – propose the most interesting things to do in Bristol and Nuremberg, vote for the most interesting part of the programme.	The facebook page of the project is: Create a competition, send it to students and ask them to share it. At least 4x per week publish news from Bristol and Nuremberg	On average at least 10% of those who "liked" the project actively share news about it (Talkingaboutthis). Assessment is carried out after each week.	Petr Novák, a student of 8.F;  responsible: Mgr. Němec, project manager
Project team members	Ensure the continuous informedness of project team members so that they can make correct decisions within their activities	Project progress, changes, other important relevant information	Project newsletter by email  At least 1x a week.	Avoids significant changes being missed.	Mgr. Němec, Project Manager

Project Manager	Ensure that up-to-date information is available about the project status	Status of the problem in question (outputs), including development prediction.	Status report At least 1x a week  Project team meeting At least 2x a month	The project manager is aware of the whole project, and this avoids him missing a significant event.	All project team members – based on the assigned outputs.
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