***YOUR FIRM NAME***

***Communication Planning Form***

**Communications Topic:** INSERT THE NAME OF YOUR EVENT, PROJECT OR NEWS

**Timing of Event or News:** INSERT DATE AND TIME OF EVENT, PROJECT OR NEWS

**Owner of Event or News:** INSERT THE NAME OF THE PERSON WHO IS IN CHARGE OF THE EVENT, PROJECT OR NEWS

**Contact Information for Owner:** INSERT OWNER’S CONTACT INFO.

**The mission or intention of the event, project or news (what difference will it make for the firm and its stakeholders):**

INSERT MISSION HERE

**Goals or Objectives of the Event, Project or News:**

INSERT GOALS OR COMMITMENTS FOR YOUR EVENT, PROJECT, or NEWS WHICH MAY INCLUDE THINGS LIKE THESE EXAMPLES

* Example for internal blog launch – frequency of blog posts (how many in what timing are you committing to), number of “regular” blog writers, number of people posting blogs and comments, etc.

**Stakeholders Affected by this Event, Project or News:**

IDENTIFY THE DIFFERENT GROUPS AFFECTED BY THIS EVENT, PROJECT OR NEWS CONSIDERING AT LEAST THESE GROUPS AS POSSIBILITIES

* Internal:
  + Group Leaders
  + Members
  + Directors
  + Professional Staff
  + Administrators
  + Specific Offices
  + Specific Industry Groups
* External:
  + All Clients
  + Specific Client Groups (Industry, Geography, Size, Services Used)
  + Prospects
  + Press
  + Referral Sources
  + Alliance Members
  + Vendors

**Top Level Messages for the Event, Project or News:**

INSERT TOP LEVEL MESSAGES AND KEY IDEAS YOU WANT TO RELAY IN YOUR COMMUNICATIONS ON THIS PROJECT

**Call to Action for the Event, Project or News:**

DESCRIBE WHAT YOU WANT YOUR READER TO DO WITH THE INFORMATION YOU HAVE GIVEN AND BY WHEN?

**Next Steps for the Event, Project or News:**

WHAT WILL YOU DO NEXT WITH THIS? WHAT CAN THE READER EXPECT IN TERMS OF NEXT STEPS OR FURTHER COMMUNICATIONS?

**Objection Handling:**

WHAT OBJECTIONS DO YOU EXPECT FROM YOUR VARIOUS STAKEHOLDERS? WHAT WOULD THEIR CONCERNS BE?

**Communication “Vehicles” for this Event, Project or News and the Timing of Each:**

WHAT MEDIUMS WILL YOU USE TO COMMUNICATE THIS?

* Internal e-mail
* Put on intranet
* Put on internal member-only blog
* Put on internal all-staff blog
* External e-mail
* Include in e-letter
* Include in industry e-letter
* Press release
* Hard-copy letter
* LinkedIn Status update
* Twitter
* Facebook Corporate page
* K and C web site posting
* Phone calls

**Messengers for this Event, Project or News:**

* WHO WILL BE RESPONSIBLE FOR MESSAGING THIS, WHO WILL THEY MESSAGE TO FROM THE ABOVE AUDIENCES, WHICH VEHICLE WILL THEY USE (SEE ABOVE) AND BY WHEN?