

COMMUNICATION PLAN – Never rely on the document alone

What are the key views / opinions / perceptions we are aiming to bring about within our target audience?

How are you communicating your message?

This document will help you think about the methods available to help create stakeholder endorsement

What background communications materials and activities, would help us achieve stakeholder endorsement?				
	Understand-Educate-Promote-Enable	Action	Who	By when
Printed				
Video				
Tour / site visit				
Expert reference				
Presentation				
Forum / discussion				
Other				