

COMMUNICATION PLAN – *Never rely on the document alone*

How are you communicating your message?

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

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

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				