

Communications Planning Worksheet

Event or project _____ Date _____

Goal _____

Key message _____

Key audiences

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

Objective:

How will we measure it?

1. _____

2. _____

3. _____

4. _____

Communications resources

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____

8. _____

