

Communications Plan Template

This template is provided by Redland City Council as an information source only. Redland City Council makes no statement, representation or warranty about the quality, accuracy, context, completeness, availability or suitability for purpose of the templates and to the maximum extent permitted by law, disclaims all responsibility and liability for all expenses, losses, damages and costs that might be incurred by you or any other person as a result of the use of the template. Information contained within the template is suggestive only. Reproduction and use of the template is at your own risk.

Created	When created
Author	Written By
Contact	Contact number

Event: (name of your event)

Event Date: (date of your event)

Background

A brief background to event – what it is, when it is, target audience, what it hopes to achieve

Timeframes

A rough timeline of the event milestones.

Event milestone timeframes	Date

Key stakeholders

A list of people you need to communicate with during the planning and execution of your event and a brief description of their interest in the event. This helps to ensure you have thought about everyone you might need to inform or market to in your communications. Some examples follow.

Stakeholder groups	Stakeholders included	Anticipated interest
Local council		
Elected representatives		
Government authorities		
Neighbouring residents		
Schools		
Community groups		
Wider Redland community		
Special interest groups		
Service providers		
Local media		
Volunteers		
Stall holders		
Event committee		
Other		

Challenges

A list of things that should be considered/could go wrong and how these may be addressed – for a communications plan, there may be some that are related to your risk schedules, but are more around audience perception, what could go wrong with the event and how you will let people know.

Risk	Key points
People's concerns about COVID-19 may prevent them from attending the event	Through social media/website and onsite information, letting people know how this will be managed at the event: Hygiene in place, restrictions on numbers, conducted as per health directives
Other	

Communications objectives

Around 3-4 statements that help define your communications. What do you want to achieve with your communications/marketing? What does your idea of success look like?

For example

- To keep volunteers associated with the event informed to ensure they are aware of the procedures for running a safe event.
- To attract ?? people from ?? to the event.
- To engage a broad audience and inform them of the event using a range of low-cost marketing methods

Tactics

Ways you can communicate with your stakeholders – some examples follow (this is not an exhaustive list)

Activity	Timing	Target audience	Description	Responsibility
Establish email address				
Web content				
Direct communication with Key stakeholders				
Signage				
Posters				
Updates in community newsletters				
Media releases				
Event schedules				
Q & A sheets for volunteers				
Direct letters to key stakeholders				
Advertisements				
Event contact cards (a card for people working at the event to carry with emergency numbers)				
Social media				
One on one meetings				

Activity	Timing	Target audience	Description	Responsibility
Online 'what's on' calendars				
Radio				
Other				

Communications schedule (the order/dates of when you are going to carry out tactics) The following is just an example of headings you could use	Timing
Two months before event	
Social media event posts	
Direct communication with key stakeholders	
Other	
One month before event	
Posters (key community noticeboards)	
Media release	
Advertisement	
Other	
One week before event	
Direct letter to neighbouring residents	
Revised web content	
Media release (with updated content)	
Direct communication with key stakeholders	
School newsletters	
Advertisement	
Inform internal stakeholders- invite one-on-one updates if required	
Distribute volunteers Q&A sheets	
Other	
Day of event	
Contact Cards	
Other	

Budget

How much you have to spend on your communications/marketing and where you will prioritise this money

Item	Cost
Total	\$

Evaluation

How you will measure the success of your communications/marketing (these should tie in with your objectives where possible). For example:

- *Number of bookings*
- *Number of people in attendance*
- *Event survey*
- *Social media analytics*

Consider expanding the template to address other things relevant to your event