



COMMUNICATION PLAN



Purpose

The purpose of a communication plan is to gather information to stakeholders. The following issues need to be considered and discussed:

- Which type of information should the individual stakeholder receive?
- When should the stakeholder receive the information?
- Who is responsible for designing, assuring the quality and providing the information?
- Which media should be used to provide the information (email, newsletter, etc.)?

Participant

Project manager.

Application

Working with the communication plan is a dynamic process and the plan should be updated continuously, since new stakeholders or adjustments to planned activities constantly arise.



Method

Initially, the purpose of the communication plan must be clarified: what does the company want to achieve? The plan has to be consistent with the company's overall strategic objectives.

In the following , a number of elements are listed which should be contained in the communication plan or in other ways considered. The list can be used for inspiration and should therefore be adjusted to the specific supply chain innovation project.



A communication plan should include (1)

Brief description of the background

- General messages
- Product/service presentation
- Attitudes
- Expertise

Goals for the communication

- Awareness degree
- Changing attitude in the target group(s)
- Changing behaviour in the target group(s)

Analysis and prioritization of stakeholders

- Prioritise primary - secondary - potential stakeholders and their interests. (see the tool: Stakeholder analysis)
- Possible alliance partners among stakeholders (partners dealing with the same problem)

A communication plan should include (2)

Describe the choice of target group (s)

- The main target groups, messages to individual target group

Media / tools

- Mass media, internal communications, www, activities, exhibitions, after-hours meetings, ambassador

Time schedule

- The total time consumption, both internal and external time
- The time course of a campaign and/or parts of it

Budget

Success criteria

- The criteria must be realistic and reflect the targets, such as brand awareness, changing attitudes and decision making, media publicity.



Benefits

The advantage of using the communication plan as a tool is that stakeholder requirements and requests for information are clarified. At the same time, it becomes apparent to stakeholders how they can influence the progress and results of the project. Furthermore, a communication plan fosters commitment among key stakeholders, ensuring that the change is implemented consistently and with the support of the stakeholders.

Output

The output is a communication plan for the specific supply chain innovation project, which clarifies what needs to be communicated to whom, when and how.

