| **B.12 Communication Management Strategy** | | | | | | | |
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| Project name: |  | Project ID: |  | Version: |  | Date: |  |
| Title: |  | | | | | | |
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| 1. **Introduction** | | | | | | | |
| *States the purpose, objectives and scope, and identifies who is responsible for the strategy.* | | | | | | | |
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| 1. **Communication procedures** |
| *A description of (or reference to) any communication management methods to be used. Any variance from corporate or programme management standards should be highlighted, together with a justification for the variance.* |
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| 1. **Tools and techniques** |
| *Refers to any communication tools to be used, and any preference for techniques that may be used, for each step in the communication process.* |
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| 1. **Records** |
| *Definition of what communication records will be required and where they will be stored (for example, logging of external correspondence).* |
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| 1. **Reporting** |
| *Describes any reports on the communication process that are to produced, including their purpose, timing and recipients.* |
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| 1. **Timing of communication activities** |
| *States when formal communication activities are to be undertaken (for example, at the end of a stage) including performance audits of the communication methods.* |
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| 1. **Roles and reponsibilities** |
| *Describes who will be responsible for what aspects of the communication process, including any corporate or programme management roles involved with communication.* |
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| 1. **Stakeholder analysis** |
| *Identification of the interested party*  *Current relationship*  *Desired relationship*  *Interfaces*  *Key messages* |
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| 1. **Information needs for each interested party** |
| *Information required to be provided from the project*  *Information required to be provided to the project*  *Information provider and recipient*  *Frequency of communication*  *Means of communication*  *Format of communication* |
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