

4. Achieving your objectives – working project plan

Full details of all the relevant communications activities developed into a working project plan with deadlines and responsibilities. Remember to include key milestones and review dates, think carefully about cost, and include appropriate staff. Also, how will you evaluate success? Below are some suggested groupings, the table is led by activity but you may want to have one for each cycle of activity.

Communications plans are living documents and will need regular reviewing and updating!

Activity	Budget /resources	Deadline/timeframe	Success criteria
Identity/general PR			
	Subtotal		
Internal communication			
	Subtotal		
Media relations			
	Subtotal		
Publicity materials			
	Subtotal		

Events			
	Subtotal		
Website communication			

	Subtotal		
	Total		

5. Evaluating Success

How will you know if you have succeeded and met your objectives? How are you going to evaluate your success, and what performance indicators and evaluating measures will you use?

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