

Comms Planning

**Communicating your
wellbeing vision**

Comms Plan

Wellbeing Economy Project

the name of the project

Updated

the last date the Comms plan was updated

Objectives:

Communications requirements for this project fall under **[three]** distinct objectives.

- 1.
- 2.
- 3.

Objective 1: _____

Audience (more detail is held in separate spreadsheet)	What we want them to think, feel and do	Bespoke activities
Audience 1		
Audience 2		
Audience 3		
Audience 4		

Objective 2: -----

Audience (more detail is held in separate spreadsheet)	What we want them to think, feel and do	Bespoke activities
Audience 1		
Audience 2		
Audience 3		
Audience 4		

Objective 3: -----

Audience (more detail is held in separate spreadsheet)	What we want them to think, feel and do	Bespoke activities
Audience 1		
Audience 2		
Audience 3		
Audience 4		

Schedule of Milestones and Activities

Month 1

Milestone(s):

- **List activities**
- **List activities**

Month 2

Milestone(s):

- **List activities**
- **List activities**

Month 3

Milestone(s):

- **List activities**
- **List activities**

Etc

Key Messages

Messages we want to convey

- **Message 1**
- **Message 2**
- **Message 3**
- **etc**

Questions to formulate answers to

- **Question 1**
- **Question 2**
- **Question 3**
- **etc**

Unresolved matters

- **List any outstanding questions or concerns** impacting your comms plan and how you will address them