TOOL 04 – COMMUNICATION STRATEGY

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| MEDIA, TACTICS AND EVENTS | | | | | |
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| *What are the communication objectives?* | OBJECTIVE 01 – | OBJECTIVE 02 - | | OBJECTIVE 03 - | OBJECTIVE 04 - |
| *Which tool/activity corresponds to the previous objective?* | TOOL 01 – | TOOL 02 - | | TOOL 03 - | TOOL 04 - |
| TIMELINE | | | | | |
| *What is the planned timeline for implementation?* |  | | | | |
| *Tentative dates for the implementation of tools/activities* | TOOL 01 – | TOOL 02 - | TOOL 03 - | | TOOL 04 - |
| REQUIRED RESOURCES | | | | | |
| Budget allocated for communication activities |  | | | | |
| Distribution of funds by tools/activities | TOOL 01 – | TOOL 02 - | TOOL 03 - | | TOOL 04 - |
| ROLES / RESPONSIBILITIES | | | | | |
| *Who are the key actors responsible for implementing the communication plan?* | LEAD | PARTICIPANT 01 | PARTICIPANT 02 | | MARKETING AGENCY |
|  |  |  |  | |  |
| EXPECTED RESULTS | | | | | |
| *What are the indicators of the activities carried out?* | Internet statistics | Media coverage analysis | Number of participants at events/workshops/meetings/conferences | | Number of suggestions / questions / ideas received |
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