Communication plan

What people hear before, during and after, so the day starts before the day and lasts after it.

How to fill it in

1. Plan five stages: teaser, invitation, reminder, the day, and after.
2. Give managers the news before their teams, with the three questions they will be asked.
3. Decide now what people will receive within a week: the photos, the film, and what happens next.

Five stages

	When	What people hear	Channel	Owner
Teaser				
Invitation				
Reminder				
The day				
After				

What managers get first

Before their teams hear it

Before you move on

- [ ] Managers hear before their teams.
- [ ] The teaser says nothing about logistics.
- [ ] The 'after' message is planned before the day, not after it.

THE RULE

An invitation tells people when. A teaser makes them want to come.

Source: GoldinKollar · how we plan and run our own team days and activations

Communication plan

Worked example

The example is made up, to show a filled template: a delivery company marking its tenth anniversary. Replace it with your own.

Five stages

	When	What people hear	Channel	Owner
Teaser	Three weeks before	A route map appears at the entrance with one stop lit. No explanation.	Screens, entrance	Internal communication
Invitation	Two weeks before	The invitation: the date, the hours, what to wear, and that every team is mixed.	Email, managers	People and Culture
Reminder	Two days before	Your team colour and number, where to meet, and one thing to bring.	Team chat	Managers
The day	On the day	Live photos through the morning, and the results at the end.	Team chat, screens	Internal communication
After	Within a week	The film, the photos, and the one thing each team agreed to do differently.	Email, town hall	People and Culture

What managers get first

Before their teams hear it

A one-page brief two days before the invitation: why we are doing it, what their team needs, and three answers.