[Program Name] Communication Plan

# Overview

*This section provides a summary of the communication strategy for the overall program. It should provide an overview of how information flows between components, from components to the program level, and out to internal and external customers. If there are common approaches and goals for specific stakeholder groups, these approaches and assumptions should be detailed here.*

# Escalation and feedback

*This section contains an outline of the escalation process for communication activities. It also documents how feedback such as email questions, service desk tickets, newspaper articles, interviews, etc., are handled.*

# Responsibility and authority

*This section provides an outline of the type of communication activities that will occur during this process and the person who is generally responsible for those types. This section also identifies the person who generally has the authority to approve or implement the communication. In many cases the responsible person and the authorizer are the same.*

# Communication activities

| **What** | **Who/Target** | **Purpose** | **When/Frequency** | **Type/Method(s)** |
| --- | --- | --- | --- | --- |
| Program Kick-off Meeting |  |  |  | Meeting. |
| Stage Gate Review |  |  |  |  |
| Program Component Status Reports and Review |  |  |  |  |
| Component Status Meetings |  |  |  |  |
| Sub team working meetings or discussions |  |  |  |  |
| Sponsor Meetings |  |  |  |  |
| Steering Committee Meetings |  |  |  |  |
| Program Review |  |  |  |  |
| Periodic Demos and Target Presentations |  |  |  |  |
| Communications to component team members |  |  |  |  |
| Program level issues. risks, and escalation |  |  |  |  |
| Roll-out, change and deployment announcements |  |  |  |  |
| Program decisions |  |  |  |  |
| Lessons learned |  |  |  |  |
| Reviews for program performance. benefits realization, risks, change requests, and resources |  |  |  |  |
| Other… |  |  |  |  |