

Structure of a Project Communication Plan

A massive deployment project's communication plan must include the following elements:

- A *project name* to identify the project.
- A *project logo* to enables users to quickly and easily identify every project intervention.
- A *series of bulletins* to the user base that include information about project scope, project objectives, advantages for users, changes brought about by the project, user responsibilities, and so on. This series of bulletins should begin at the very start of the project and last until the very end of the project.
- A *user committee* that will serve as a two-way communications vehicle between IT and the user base.
- A *user survey* focusing on user needs, current issues, and general user comments.
- A *series of presentations* demonstrating the upcoming changes to the user base.
- *Regular meetings* with user committees to collect comments and suggestions.
- A *demonstration room* or rooms including the new tool set. This room should be open to users so that they may judge for themselves the impact of the change. This room should also be staffed with a project representative that can help users understand the scope of the change.
- A *pilot project* that tests and identifies the impact on the user base during deployment.

A Project Communications Plan must be structured. It must include several elements that need to interact with each other and it must provide information to all affected users. Thus it should cover the following elements:

- Audience Identification
- Division of the Plan into Project Phases
- Communications Plan Objectives
- Message Structure
- Message Delivery Times
- Message Delivery Mechanisms
- Communications Plan Delivery Rules
- The Communications Team
- Sample Communications Plan

