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Version: Draft

## 1. PLAN IDENTIFICATION

Project name

Project code / ID

Plan owner (name, title)

Sponsor

Version / revision

Approval date

Next review date

## 2. COMMUNICATION OBJECTIVES

List 4–6 objectives for project communications. Tie each to a Charter objective or stakeholder need.

## 3. STAKEHOLDER AUDIENCE MAP

Group stakeholders by information need, influence, and preferred channel. Reference the Stakeholder Register.

#	Audience group	Information need	Influence (L/M/H)	Preferred channel
1				
2				
3				
4				
5				
6				
7				
8				

## 4. COMMUNICATIONS MATRIX

Core matrix: one row per audience x message type. This is the operational heart of the plan.

Audience	Message / purpose	Frequency	Channel	Format	Owner	Escalation

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Audience	Message / purpose	Frequency	Channel	Format	Owner	Escalation

## 5. MEETING CATALOG

Meeting	Cadence	Duration	Chair	Attendees	Decision authority

## 6. REPORT CATALOG

Report	Audience	Frequency	Owner	Format / tool

## 7. ESCALATION MATRIX

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Trigger / condition	Audience	Channel	Response time	Owner

## 8. CRISIS / INCIDENT COMMUNICATIONS

*Describe the playbook for P0 incidents in production: who owns the communication, holding statement template, update cadence.*

### 8.1 Ownership and roles

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### 8.2 Holding statement template

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### 8.3 Update cadence

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## 9. CUSTOMER-FACING COMMUNICATIONS PLAN

Phase	Key date	Audience	Channel	Message	Owner

## 10. RECORDS AND ARCHIVAL

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# Communications Management Plan

TEMPLATE (BLANK)

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- Meeting minutes location
- Decision log location
- Status report archive
- Retention period

## APPROVALS

**Sponsor**

**Project Manager**

Signature

Signature

Date

Date

**Communications Lead**

**PMO Director**

Signature

Signature

Date

Date















