Communications Management Plan

Enhance Your Program Management with PMI Standard Templates

Welcome to the Program Management Templates designed according to **PMI's Standard for Program Management - Fifth Edition (2024)**. These templates are invaluable tools for professionals preparing for **PgMP Certification** on [**Knowledge Map**](https://knowledgemap.pm) (https://knowledgemap.pm). By completing these templates for your real programs, you seamlessly blend real-world experience with PMI program management concepts, ensuring a comprehensive understanding and practical application.

Explore the full range of templates to streamline your program management processes and elevate your expertise. Available Templates:

* Program Business Case
* Program Charter
* Program Management Plan
* Program Risk Register
* Program Benefits Register
* Benefits Management Plan
* Stakeholder Register
* Stakeholder Engagement Plan
* Program Governance Plan
* Program Change Request
* Resource Management Plan
* Risk Management Plan
* Schedule Management Plan
* Scope Management Plan
* Program Performance Report
* Change Log
* Change Management Plan
* Communications Management Plan
* Financial Management Plan
* Information Management Plan
* Lessons Learned Register
* Procurement Management Plan
* Quality Management Plan
* Final Program Report

To access and benefit from these templates, visit: [KnowledgeMap.pm/Certifications/PgMP](https://knowledgemap.pm/certifications/pgmp)

Utilize these structured, professional templates to ensure your program's success and to boost your readiness for PgMP certification.

Communications Management Plan Template

*This template is designed to be comprehensive, ensuring all aspects of program communications are covered, from planning and execution to monitoring and compliance. Each section should be tailored to fit the specific needs and context of the program.*

Program communications management comprises the activities necessary for the timely and appropriate generation, collection, distribution, storage, retrieval, and ultimate disposition of program information. Program communications management includes coordination, direction, and support of component communications to provide alignment with the program’s overall communications objectives. Program information is distributed to the receiving parties, including the clients, program sponsor, program steering committee, executives, component managers, and, in some cases, the public and press.

The outcomes of this activity include program communications regarding:

* Status information on the program, projects, subsidiary programs, or other work, including progress, cost information, risk analysis, and other information relevant to internal or external audiences;
* Notification of program change requests to the program and component teams, and the corresponding responses to the change requests;
* Program financial reports for internal or external stakeholders or for the purpose of public disclosure;
* External filings with government and regulatory bodies as prescribed by laws and regulations;
* Presentations before legislative bodies with the required prebriefs;
* Public announcements communicating public outreach information;
* Press releases;
* Social media articles and posts on internal and external company platforms such as LinkedIn or the company intranet and website; and
* Media interviews and benefits updates.

PROGRAM COMMUNICATIONS ASSESSMENT

Program communications management is different from project communications management. Since it affects an array of stakeholders with varying communication needs, different communication approaches and methods of delivery are required.

An initial assessment of the program’s communication needs is a key input to the program charter. Given the broad scope of a program, a wide range of stakeholders may be involved, and maintaining communications with internal and external stakeholders can prevent more serious problems from arising. It may be useful, as part of program formulation, to survey program stakeholders to identify their expectations for its outcome and their interests in staying informed and involved during its delivery.

The output of this activity is the program communications assessment, which is an input to the program business case, program charter, stakeholder engagement plan, and program communications management planning.

PROGRAM COMMUNICATIONS MANAGEMENT PLANNING

The importance of managing communications internal and external to the program should not be underestimated or overlooked. Program managers spend a significant amount of time and effort communicating with the program stakeholders, including the program team, component teams, component managers, customers, program steering committee, executives, and program sponsor. Significant problems may occur if sufficient effort is not committed to communications.

Program communications management includes activities for the timely and appropriate generation, collection, distribution, storage, retrieval, and ultimate disposition of program information.

These activities provide the critical links between people and information that are necessary for communications and decision-making.

# Key Objectives

Clearly state the goals of the communications plan, such as ensuring timely and accurate dissemination of information, maintaining stakeholder engagement, and supporting decision-making processes.

# Stakeholder Analysis

**Stakeholder Identification**: List all stakeholders, including clients, program sponsors, steering committee members, executives, component managers, and public or press representatives.

**Communication Needs**: Summarize the specific communication needs and preferences of each stakeholder group.

# Communication Strategy

**Communication Methods**: Detail the methods and channels to be used for communication, such as emails, meetings, reports, social media, press releases, and public announcements.

**Message Types**: Specify the types of messages to be communicated, including status updates, change notifications, financial reports, regulatory filings, presentations, and media interactions.

# Communication Schedule

**Frequency and Timing**: Define the frequency and timing of communications, including regular status reports, milestone updates, change request notifications, financial reports, and stakeholder meetings.

**Key Milestones**: Highlight key program milestones that require specific communication efforts.

# Roles and Responsibilities

**Roles Definition**: Outline the roles and responsibilities of individuals and teams involved in program communications, including the program manager, communication team, component managers, and stakeholders.

**Contact Information**: Provide contact details for all communication personnel and stakeholders.

# Communication Tools and Resources

**Tools List**: Identify the tools and technologies to be used for communication, such as project management software, email platforms, intranet systems, and social media channels.

**Resource Allocation**: Specify the resources, including personnel and budget, allocated for communication activities.

# Communication Process

**Generation**: Describe the process for generating communication content, including data collection, analysis, and message preparation.

**Distribution**: Outline the procedures for distributing communication to the relevant stakeholders, ensuring timely and appropriate dissemination.

**Storage and Retrieval**: Define the methods for storing and retrieving communication records and documents for future reference and audit purposes.

# Communication Monitoring and Evaluation

**Performance Metrics**: Identify key performance indicators (KPIs) to measure the effectiveness of communications, such as stakeholder feedback, response times, and message reach.

**Feedback Mechanism**: Describe the feedback mechanisms for stakeholders to provide input on communication effectiveness and suggest improvements.

# Change Management

**Change Control Process**: Detail the process for managing changes to the communications plan, including how changes are proposed, reviewed, approved, and communicated to stakeholders.

**Documentation Updates**: Ensure that all changes to the communications plan are documented and communicated to relevant stakeholders.

# Compliance and Legal Requirements

**Regulatory Requirements**: List any legal or regulatory requirements related to program communications, including reporting obligations and data privacy considerations.

**Compliance Checklist**: Provide a checklist to ensure all communications comply with applicable laws and regulations.

# Appendices

**Appendix A**: Stakeholder Contact List

**Appendix B**: Communication Schedule Template

**Appendix C**: Communication Tools and Resources Inventory

**Appendix D**: Feedback and Evaluation Forms