

PROGRAMME STRUCTURE

COMMUNICATIONS STRATEGY

- Programme organisation structure
- Blueprint
- Benefit profile & management
- Stakeholder map & analysis
- **Communications strategy**
- Programme plan & project portfolio
- Risk log & management

Purpose

- Defining how communications will be established and managed
- Raising awareness of the benefits and impact of the Blueprint
- Keeping all staff informed of reasons for change, the benefits, the plans and proposed effects of that change
- Gaining commitment from staff
- Making communications truly two-way by actively encouraging stakeholders to provide feedback
- Ensuring they are informed about the use of their feedback to influence the Programme

Composition

- Communication mechanisms to be used
- Key elements of Programme information to be disseminated
- How information from stakeholders, etc will be received and handled within the Programme
- Communications Plan showing when the activities will happen
- Roles and responsibilities (within the Programme) for implementing the communications plan

Derivation

- Stakeholder map
- Blueprint
- Vision statement and pre-programme planning process
- Programme plan