External Stakeholder Communication Strategy

I. Purpose &	Objective	es							
ommunication Purp	ose & Strategic	Objecti	ives:						
2. Stakeholde	er Identifi	catio	n & Aı	nalysis	6				
Stakeholder Grou	p Intere	Interests		Level of Influence		Key Contact(s)		Notes	
	•	intoroto		2010.01					
3. Key Messa	nae								
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Summary of Key Mes	sages:								
1. Communic	cation Met	thods	s & Ch	nannels	s				
1. Communio	cation Me		s & Ch	nannels		ency	Own	ner	
				nannels	S Freque	ency	Own	ner	
				nannels		ency	Own	ıer	
Channel				nannels		ency	Own	ner	
Channel				nannels		ency	Own	ıer	
Channel			Purpose		Freque	ency	Own	ier	
Channel 5. Timeline		F	Purpose		Freque		Own	ier	
Channel 5. Timeline		F	Purpose		Freque		Own	ier	
5. Timeline Milestone/Event	Format	Date	Purpose		Freque		Own	ner	
Channel 5. Timeline Milestone/Event 6. Roles & Re	Format	Dat	Purpose		Commi	unication	Own	ner	
5. Timeline Milestone/Event	Format	Dat	Purpose		Commi		Own	ier	
Channel 5. Timeline Milestone/Event 6. Roles & Re	Format	Dat	Purpose		Commi	unication	Own	ier	
5. Timeline Milestone/Event 6. Roles & Re	esponsibi Person/Team	Date	Purpose		Commi	unication	Own	ier	
5. Timeline Milestone/Event 6. Roles & Re	esponsibi Person/Team	Date	Purpose		Commi	unication	Own	ier	

8. Evaluation Metrics

How will communication success be evaluated?								