**Communications Brief**

Insert title here

Project summary

Communication planning helps to ensure that everyone who needs to be informed receives the information needed. Provide a brief description of the project, how the project aligns to UBC’s priorities and any previous activities.

Intended Audience

Describe who your communications need to reach. Segment your audiences into different groups based on common features, demographics or requirements needed.

Operational objective

A communications brief supports an operational objective. Clearly distinguish the operational objective here before outlining the communications objective below.

Approach

Define the scope of this strategy, and if necessary explain what the strategy does not cover and why. What tone will to be used in communication (serious, funny, thoughtful, etc.), the approach (e.g. high/low fanfare, high/low audience involvement), and whether you will use a lead spokesperson.

Key Messages

Key messages should be simple, memorable and address the question “what’s in it for me?” If there was one thing that you would want your target audience to remember in order to support the goals and objectives, what would that message be? Expand that key thought to several messages you want your audiences to specifically remember. You may need to establish specific messages for specific audiences.

Communications Risks

Detail any issues that may negatively impact the success of your communications.