



**COMMUNICATIONS MANAGEMENT PLAN TEMPLATE**

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**COMMUNICATIONS MANAGEMENT PLAN  
<PROJECT NAME>**

**COMPANY NAME  
STREET ADDRESS  
CITY, STATE ZIP CODE**

**DATE**

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## **INTRODUCTION**

The purpose of the Communications Management Plan is to define the communication requirements for the project and how information will be distributed. The Communications Management Plan defines the following:

- Communication requirements based on roles
- What information will be communicated
- How the information will be communicated
- When will information be distributed
- Who does the communication
- Who receives the communication

This Communications Management Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change. This plan identifies and defines the roles of persons involved in this project. It also includes a communications matrix which maps the communication requirements of this project. An in-depth guide for conducting meetings details both the communications rules and how the meetings will be conducted, ensuring successful meetings. A project team directory is included to provide contact information for all stakeholders directly involved in the project.

## **COMMUNICATIONS MANAGEMENT APPROACH**

Approximately 80% of a Project Manager's time is spent communicating. Think about it – as a Project Manager you are spending most of your time measuring and reporting on the performance of the project, composing and reading emails, conducting meetings, writing the project plan, meeting with team members, overseeing work being performed or even a few martini lunches once in a while...

You should give considerable thought to how you want to manage communications on this project. By having a solid communications management approach you'll find that many project management problems can be avoided. In this section give an overview of your communications management approach.

The Project Manager will take a proactive role in ensuring effective communications on this project. The communications requirements are documented in the Communications Matrix presented in this document. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

## **ROLES**

### **Project Sponsor**

The project sponsor is the champion of the project and has authorized the project by signing the project charter. This person is responsible for the funding of the project and is ultimately responsible for its success. Since the Project Sponsor is at the executive level communications

should be presented in summary format unless the Project Sponsor requests more detailed communications.

### **Program Manager**

The Program Manager oversees the project at the portfolio level and owns most of the resources assigned to the project. The Program Manager is responsible for overall program costs and profitability as such they require more detailed communications than the Project Sponsor.

### **Key Stakeholders**

Normally Stakeholders includes all individuals and organizations who are impacted by the project. For this project we are defining a subset of the stakeholders as Key Stakeholders. These are the stakeholders with whom we need to communicate with and are not included in the other roles defined in this section. The Key Stakeholders includes executive management with an interest in the project and key users identified for participation in the project.

### **Change Control Board**

The Change Control Board is a designated group which is reviews technical specifications and authorizes changes within the organizations infrastructure. Technical design documents, user impact analysis and implementation strategies are typical of the types of communication this group requires.

### **Customer**

You should identify the customer if the project is the result of a solicitation. In such a case, the customer will be involved in reviewing prototypes, approval of designs and implementation stages and acceptance of the final project the project generates.

The customer for this project is <Customer Name>. As the customer who will be accepting the final deliverable of this project they will be informed of the project status including potential impacts to the schedule for the final deliverable or the product itself.

### **Project Manager**

The Project Manager has overall responsibility for the execution of the project. The Project Manager manages day to day resources, provides project guidance and monitors and reports on the projects metrics as defined in the Project Management Plan. As the person responsible for the execution of the project, the Project Manager is the primary communicator for the project distributing information according to this Communications Management Plan.

### **Project Team**

The Project Team is comprised of all persons who have a role performing work on the project. The project team needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the Project Team is responsible for completing the work for the project they played a key role in creating the Project Plan including defining its schedule and work packages. The Project Team requires a detailed level of communications which is achieved through day to day interactions with the Project Manager and other team members along with weekly team meetings.

**Steering Committee**

The Steering Committee includes management representing the departments which make up the organization. The Steering Committee provides strategic oversight for changes which impact the overall organization. The purpose of the Steering Committee is to ensure that changes within the organization are effected in such a way that it benefits the organization as a whole. The Steering Committee requires communication on matters which will change the scope of the project and its deliverables.

**Technical Lead**

The Technical Lead is a person on the Project Team who is designated to be responsible for ensuring that all technical aspects of the project are addressed and that the project is implemented in a technically sound manner. The Technical Lead is responsible for all technical designs, overseeing the implementation of the designs and developing as-build documentation. The Technical Lead requires close communications with the Project Manager and the Project Team.

**PROJECT TEAM DIRECTORY**

The following table presents contact information for all persons identified in this communications management plan. The email addresses and phone numbers in this table will be used to communicate with these people.

<b>Role</b>	<b>Name</b>	<b>Email</b>	<b>Phone</b>
<b>Project Sponsor</b>			
<b>Program Manager</b>			
<b>Project Manager</b>			
<b>Project Stakeholders</b>			
<b>Customer</b>			
<b>Project Team</b>			
<b>Technical Lead</b>			

## COMMUNICATIONS MATRIX

The following table identifies the communications requirements for this project.

Communication Type	Objective of Communication	Medium	Frequency	Audience	Owner	Deliverable
Kickoff Meeting	Introduce the project team and the project. Review project objectives and management approach.	<ul style="list-style-type: none"> <li>• Face to Face</li> </ul>	Once	<ul style="list-style-type: none"> <li>• Project Sponsor</li> <li>• Project Team</li> <li>• Stakeholders</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>• Agenda</li> <li>• Meeting Minutes</li> </ul>
Project Team Meetings	Review status of the project with the team.	<ul style="list-style-type: none"> <li>• Face to Face</li> <li>• Conference Call</li> </ul>	Weekly	<ul style="list-style-type: none"> <li>• Project Team</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>• Agenda</li> <li>• Meeting Minutes</li> </ul>
Technical Design Meetings	Discuss and develop technical design solutions for the project.	<ul style="list-style-type: none"> <li>• Face to Face</li> </ul>	As Needed	<ul style="list-style-type: none"> <li>• Project Technical Staff</li> </ul>	Technical Lead	<ul style="list-style-type: none"> <li>• Agenda</li> <li>• Meeting Minutes</li> </ul>
Monthly Project Status Meetings	Report on the status of the project to management.	<ul style="list-style-type: none"> <li>• Face to Face</li> <li>• Conference Call</li> </ul>	Monthly	<ul style="list-style-type: none"> <li>• PMO</li> <li>•</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>•</li> </ul>
Project Status Reports	Report the status of the project including activities, progress, costs and issues.	<ul style="list-style-type: none"> <li>• Email</li> </ul>	Monthly	<ul style="list-style-type: none"> <li>• Project Sponsor</li> <li>• Project Team</li> <li>• Stakeholders</li> <li>• PMO</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>• Project Status Report</li> </ul>

## **GUIDELINES FOR MEETINGS**

### **Meeting Agenda**

Meeting Agenda will be distributed 5 business days in advance of the meeting. The Agenda should identify the presenter for each topic along with a time limit for that topic. The first item in the agenda should be a review of action items from the previous meeting.

### **Meeting Minutes**

Meeting minutes will be distributed within 2 business days following the meeting. Meeting minutes will include the status of all items from the agenda along with new action items and the Parking Lot list.

### **Action Items**

Action Items are recorded in both the meeting agenda and minutes. Action items will include both the action item along with the owner of the action item. Meetings will start with a review of the status of all action items from previous meetings and end with a review of all new action items resulting from the meeting. The review of the new action items will include identifying the owner for each action item.

### **Meeting Chair Person**

The Chair Person is responsible for distributing the meeting agenda, facilitating the meeting and distributing the meeting minutes. The Chair Person will ensure that the meeting starts and ends on time and that all presenters adhere to their allocated time frames.

### **Note Taker**

The Note Taker is responsible for documenting the status of all meeting items, maintaining a Parking Lot item list and taking notes of anything else of importance during the meeting. The Note Taker will give a copy of their notes to the Chair Person at the end of the meeting as the Chair Person will use the notes to create the Meeting Minutes.

### **Time Keeper**

The Time Keeper is responsible for helping the facilitator adhere to the time limits set in the meeting agenda. The Time Keeper will let the presenter know when they are approaching the end of their allocated time. Typically a quick hand signal to the presenter indicating how many minutes remain for the topic is sufficient.

### **Parking Lot**

The Parking Lot is a tool used by the facilitator to record and defer items which aren't on the meeting agenda; however, merit further discussion at a later time or through another forum. A parking lot record should identify an owner for the item as that person will be responsible for ensuring follow-up. The Parking Lot list is to be included in the meeting minutes.

## **GLOSSARY OF COMMUNICATION TERMINOLOGY**

## SPONSOR ACCEPTANCE

Approved by the Project Sponsor:

\_\_\_\_\_ Date: \_\_\_\_\_  
<Project Sponsor>  
<Project Sponsor Title>

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