# An example communications plan

| **Date** | **What** | **Audience** | **Core message** | **Notes** | **Resp** | **Sign off** |
| --- | --- | --- | --- | --- | --- | --- |
| **Month** |  |  |  |  |  |  |
| Mon  3 | **Briefing launch email senior manager** | All affected staff | Note from senior manager encouraging staff to attend briefing in order to find out where we are now – and where we’re heading. |  |  | Senior manager/ECE/ER/Legal |
| Mon 10 | **Staff briefings** Two 20 minute briefings (10 minute presentation and 10 minutes for questions) | All affected staff, grouped by team (teams’ HR to be present to help answer Q&A at the end). | We need to continue to evolve – here’s where we are now, and where we’re heading. | Conference room booked |  |  |
| Mon 17 | **Email from senior manager** |  | Thanks for coming to briefings, next steps | Use email template |  | Senior manager |
| Mon  24 | **Team meeting** |  | Support that will be available, invitation to staff briefings. | Change message built in to regular team meeting |  |  |
| Mon 24 (ongoing) | **One-to-one meetings with line managers** |  | How are you feeling? Any questions? |  |  |  |
| Wed  26 | **Email from senior manager** |  | Support that will be available, invitation to drop-in sessions |  |  |  |
| Mon 3 | **Team meeting** |  | Progress to date. Key dates and actions. Any questions. |  |  |  |
| Wed  5 | **Email update from senior manager** |  | Progress to date. Key dates and actions. Drop-in session |  |  |  |
| Thurs 6 [Fortnightly] | **Senior manager face-to-face update (drop-in)** | Staff most affected by change (in scope) |  |  | SR | SR/BB |

**Notes**

* Rooms need to be booked for fortnightly senior management face-to-face meetings with staff.
* *During restructuring/formal TU consultation all communications must be reviewed by Legal.*