

COMPLETE COMMUNICATION PLAN MATRIX

Below is a completed communication plan matrix that a recognition planner used when planning an annual awards banquet.

Communication Plan Matrix

Awards Banquet and Golf Outing

| Category | Message "What?" | Audience "Who?" | Method "How?" | Timeline "When?" | Other Resources |
|-------------------------------------|--|----------------------------------|--|-----------------------|--------------------|
| Pre-Event Planning and Promotion | Event will take place June 23 at 1 pm | All employees | Flyers | Post June 2 | |
| | | | Paycheck Stuffers | Friday June 6, 13, 20 | |
| | | | Announcements at company and department meetings | Monday June 2, 9, 16 | |
| | | | Company Intranet | Post June 2 | |
| Golf Club Sign Up | Employees without golf clubs need to sign up to rent a set | All employees without golf clubs | Sign up sheet in lunchroom | June 13-17 | |
| Transportation Sign Up | Employees need to arrange their own transportation to and from award banquet and golf event. | All employees | Email to all employees. | June 19 | |
| | | | Post on Intranet | June 19 | |
| | | | Flyers posted in lunchroom | June 19 | |
| Assign Teams of Four | Find Out What Team You Are Part Of! | All employees | Flyer posted in lunchroom | June 20 | |
| Golf Course Rules and Regulations | 3 Simple Rules! | All employees | Announcement prior to tee-off | June 23 | |
| Event Re-Cap | Tell Us About It! | All employees | Email survey | June 24 | Survey software |