

Module 5 Worksheet - Communication Strategy Worksheet

Practical Application Exercise 8: Participants develop key components of their communications strategy

Name:

<p>1. Objective & Outcome</p> <p>(List 1 objective & 1 outcome)</p>	
<p>2. Target Audience Analysis</p>	<p>List your primary audience and answer the questions below about them:</p> <ul style="list-style-type: none">▪ What do they know about your topic?▪ Are they interested in your topic?▪ Who do they listen to?▪ What are the best ways to reach them? (formats & channels)
<p>3. Channels/Activities/Forums to communicate policy messages</p> <p>(What are the potential activities you could do to reach your target audiences, or upcoming forums you can use to reach your audiences?)</p>	

<p>4. Work plan – Provide some indicative timelines for the activities/forums in 3 above</p>	
<p>5. Monitoring & evaluation Indicators (What are the indicators of your success?)</p>	