

This tip sheet has been prepared to help you develop a Project Communications Plan. Effective communication is an important component of every project. Planning will help you make sure you are heading in the right direction → toward success. You'll help to ensure that "lack of communication" does not derail your goals.

**Communications Objectives:** Each project will have different objectives. What are your key communications objectives relating to this project? What do you hope to achieve? For example, a research project might have an objective such as sharing results with producers to encourage them to adopt new practices, whereas the objectives for a workshop might focus on promoting the event to increase registration and media coverage, and sharing the highlights afterwards with those who were unable to attend in person.

**Audience Identification:** Effective communication involves tailoring your messages to your audiences. Who are your audiences? Who should know about your project or the results? Are there any others who might also be interested? What are the characteristics of each audience? What are their communication needs? What are their preferred methods for receiving information? What is the most effective way to reach them?

**Communication Activities:** You will probably need to prioritize your communication activities based on factors such as cost-effectiveness and capacity. What methods will you use to reach your key audiences?

**Timing:** At what points (milestones) in the life of your project should information be shared? How frequently does information need to be shared with each audience?

**Budget:** There are many free and low-cost communication options available which should be used where appropriate (such as email). However, you may require help from specialists such as designers, web developers and printers for some projects where success is dependent on the level of quality of your materials. Be sure to include an adequate budget for these activities if you do not have the capacity to handle them yourself. Costs can vary widely, so it is a good idea to obtain estimates when preparing your project budget.

**Evaluation Plan:** How will you measure the effectiveness of your communication efforts as they pertain to the overall success of your project?

**Additional Information:**

For questions, contact your Program Manager or:

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