

COMPLETE COMMUNICATION PLAN MATRIX

Below is a completed communication plan matrix that the recognition planner at Crystal D used two years ago when planning the annual awards banquet.

Communication Plan Matrix

2003 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