

Communications Planning

Client Need: A multi-national client wanted assistance with the preparation of a communications plan for its new internal program focused on increasing the value it delivers to its clients. The scope and objective included designing communications to address the value and benefits of the new program to client employees and third parties.

Solution: BenchMark surveyed client management to understand the new internal program objectives, current communication patterns and methods. Different potential methods were then assessed and a recommended plan was developed and documented with specific communication 'touch points' for all stakeholders.

Results: The recommendations provided the client's Communications Manager and Project Management Office with a detailed communications plan, which included a functional roadmap for optimization of ongoing communications.