

Written Tool Planner

November 2017 fishhookcommunications@gmail.com

Event Type Media Employee	Format		Location
LaunchCelebratioOther	n ————————————————————————————————————	Business Objective	
	Communicatio	on Objectiv	e
•	Audience/Stakeholder		
	(audience/stakeholder)	will	(desired behaviour)
	Key Message		
	(what do they need to know?) (what do they need to know?) (what do they need to know?)	> > >	(how will we tell them?) (how will we tell them?) (how will we tell them?)
	Outcome		
	(desired outcome)	>	(measure/metric)

