



**Event Type**

- ☐ Media
- ☐ Employee
- ☐ Launch
- ☐ Celebration
- ☐ Other

**Format**

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**Location**

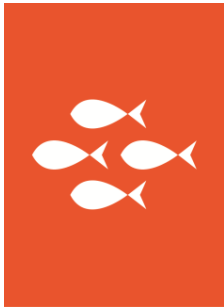
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**Business Objective**

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**Communication Objective**

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**Audience/Stakeholder**

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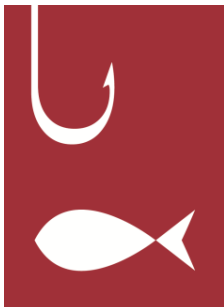
(audience/stakeholder) will (desired behaviour)

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**Key Message**

(what do they need to know?)	>	(how will we tell them?)
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**Outcome**

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(desired outcome) > (measure/metric)

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