

**COMMUNICATIONS PLAN TEMPLATE**

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| Communications Plan for | Arts North West Creative Roadshow |
| Communications Objective | To promote the event and attract participants |

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| **Date**  *By when does it need to happen?* | **Who?**  *Who is responsible for doing it* | **Channel/s**  *How are we going to tell them?*  *Eg Social media/ Radio/ mailouts/ enews/ website/ word of mouth/ media release / advertising?* | **Message**  *What do we want to tell them?* | **Audience**  *Who do we want to inform?* |
| September | Communications Officer | Landing page of Arts North West website | Detailed outline of the Creative Roadshow Workshops and book online via Trybooking link | Arts North West Network |
| 24th October | Communications Officer | Website link to Facebook & Twitter. Facebook boost post for 2 weeks | Visit the Arts North West website for more information and to book online via Trybooking | NENW artists, arts organisations and community groups. |
| 28th October | Communications Officer | MAILOUT - Postcards and posters | Simple outline including locations and date, visit the Arts North West website for more information and book online via Trybooking link. | Visitors and Staff of key arts and cultural Organisations in the NENW. Key Board members |
| 13 October/ 3 November | Communications Officer | Media Release via Mailchimp | Detailed outline of the Creative Roadshow Workshops | Detailed outline of the Creative Roadshow Workshops |
|  | Communications Officer | RADIO – interviews and community announcements | ABC Radio Community announcements Tenterfield, Glen Innes, Moree | NENW artists, arts organisations and community groups. |
|  | Communications Officer | Glen Innes Examiner, Moree Champion, Tenterfield Star | Simple outline including locations and date, visit the Arts North West website for more information | NENW print media audience |
| 7 November | Communications Officer | WORD OF MOUTH - Telephone calls to key people |  | Key organisations |