Uniform Methods Project Steering Committee Meeting

Communications Planning

**In-person Meeting
January 30, 2012**

Overview

- Summary of plan elements
- Tactics

Communication Plan Elements

- Situation Analysis
- Goals
- Target Audiences
- External Roles and Responsibilities
- Internal Roles and Responsibilities
- Key Messages
- Strategies
- Tactics
- Timeline
- Measurement

Proposed Tactics

- Facilitate Internal Communications between Project Leadership and the Steering Committee

- Initiate a Thorough Industry Review of the Protocols

- Launch Public Presence for the Protocols at the Beginning of Industry Review

- Publish the Protocols Report in User-Friendly Format

- Work with a Small Group of Project Representatives to Present at Industry Conferences

- Approach Existing Industry Communications Outlets

Proposed Tactics

- Facilitate Internal Communications between Project Leadership and the Steering Committee

- Initiate a Thorough Industry Review of the Protocols

- Work with a Small Group of Project Representatives to Present at Industry Conferences

Discussion

- **Facilitate Internal Communications between Project Leadership and the Steering Committee**

  - How are we doing?
  - Is the website useful?
  - What can we do better?
  - What do you want to know more about?

Discussion

- **Initiate a Thorough Industry Review of the Protocols**

  - Purpose: To give industry a chance to review and comment before going to the public
  - Actively seeking feedback from groups you think must be involved
  - In a month we'd like to have a list of who we'll be contacting and how
  - Events? Face to face meetings? Webinars?

Discussion

- **Work with a Small Group of Project Representatives to Present at Industry Conferences**

    - We will supply materials and talking points.
    - Would anyone here be interested?
    - Others that you may know of?