

ABC Company Communications Plan for CEO's First 100 Days

Date 2012

Audience	Messages	Vehicle	Timing	Owner	Notes/Reminders
ABC Company Divisional Leadership Team	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
ABC Company Corporate Leadership Team	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
ABC Company Senior Managers	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
All ABC Company Employees HQ-based	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
All ABC Company Employees US regions with computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
All ABC Company Employees US regions without computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
ABC Company Employees UK with computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>
ABC Company Employees UK without computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>	<ul style="list-style-type: none"> <li>• XX</li> </ul>

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ABC Company Employees EUMEIA with computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
ABC Company Employees EUMEIA without computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
ABC Company Employees AP with computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
ABC Company Employees AP without computer access	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
Investors and other Shareholder Groups	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
Mass Media	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
Trade Media	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
Trade Associations	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX
Business Partners and Vendors	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> <li>• XX</li> </ul>	• XX	• XX	• XX	• XX