[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=9053&utm_source=template-word&utm_medium=content&utm_campaign=Event+Communication+Plan-word-9053&lpa=Event+Communication+Plan+word+9053)**Event Communication Plan Template**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Event Name |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  | Event Date |  |
|  |  |  |  |  |  |  |  |
| Communication Lead |  |  |  |  |  | Last Updated |  |

Communication Matrix

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Audience / Stakeholder | Message Purpose | Key Message Content | Channel / Method | Responsible Person | Send Date | Follow-up Needed? | Status |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
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Notes & Approval

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| --- | --- | --- | --- | --- |
| Reviewed By |  |  | Date Approved |  |

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