

SubwayCorp Communications Strategy – Project Plan

(August 10 – October 24, 2012)



as at August 10, 2012

LEGEND

T. Thompson - Communications Manager (Project Lead)

B. Bell - Vice-President Communications

Activities	Timeline	Lead
Project Management		
Develop and submit detailed Project Plan	Done	T. Thompson
Project kick-off meeting to confirm scope and parameters, roles and responsibilities and identify research/consultation componets (benchmarking organizations, Discovery Phase Workshop participants, Key Informant interviewees)	Done	T. Thompson
Approve Project Plan	August 13	B. Bell
Provide bi-weekly or weekly project updates	Starting August 24	T. Thompson
Client liaison and meetings as required	Ongoing	T. Thompson
Research		
Identify 3–5 similar transit organizations for benchmarking	Done (Kick-off meeting)	B. Bell
Gather relevant background materials to conduct internal and external scan (e.g., corporate strategic plan, past communications strategies/evaluations, media clippings/analysis, external documents as appropriate)	August 13–16	T. Thompson
Comprehensive review and analysis of internal/external background materials	August 17 & 20	T. Thompson
Develop comparative matrix for high-level benchmarking exercise	August 21	T. Thompson
Conduct benchmarking exercise	August 21–27	T. Thompson
Consultations		
Confirm list of participants for Discovery Phase Workshop	Done (Kick-off meeting)	T. Thompson
Identify key informants for one-on-one interviews	Done (Kick-off meeting)	T. Thompson
Develop Key Informant Interview Guide and Discovery Phase Workshop design	August 28	T. Thompson
Develop email invitation for Key Informants and Discovery Phase Workshop participants	August 28	T. Thompson
Submit Interview Guide, workshop design and email invitations for approval	August 29	T. Thompson
Approve Interview Guide, workshop design and email invitations	August 31	B. Bell
Send email invitation and Interview Guide to key informants	September 4	T. Thompson
Send email invitation to workshop participants (with proposed dates – September 27,28,29)	September 4	T. Thompson
Schedule key informant interviews	September 5–7	T. Thompson
Book room/set-up logistics for workshop	September 5	T. Thompson
Conduct key informant interviews	September 10–20	T. Thompson
Review interview findings	September 21	T. Thompson
Develop pacing deck for workshop	September 21	T. Thompson
Conduct ½-day Discovery Phase Workshop	September 26	T. Thompson
Develop report summary on workshop and key informant interviews	September 27–28	T. Thompson
Communications Strategy Deliverable		
Analyze key findings from research and consultations	October 1–2	T. Thompson
Develop Communications Strategy Framework in order to validate Strategy objectives/outcomes/strategic directions	October 2–5	T. Thompson
Submit Communications Strategy Framework	October 8	T. Thompson
Hold validation session with internal client(s) to discuss and confirm Communications Strategy Framework	October 10	T. Thompson B. Bell
Revise Communications Strategy Framework (as appropriate)	October 11	T. Thompson
Submit draft Communications Strategy for review	October 26	T. Thompson
Provide feedback on draft Strategy	October 30	B. Bell
Revise and submit final Communications Strategy	October 31	T. Thompson
Presentation		
Invite internal stakeholders to a Communications Strategy presentation	October 26	T. Thompson
Develop PPT summary presentation on the Communications Strategy	November 5	T. Thompson
Present strategy (for information and buy-in)	November 8	T. Thompson
Project Wrap-Up		
Conduct debrief session to evaluate project deliverables & identify lessons learned/best practices and next steps	November 14	T. Thompson