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| PROJECT PROMOTION PLAN |
| **Our objective** |
| **What idea do we want people to engage with?**  |
| **The target audiences** |
| **Communications outcomes** |
| **Do**:  | **Feel**:  | **Know**:  |
| **Supporting messages** |
| **YSIC?** | **Rationale** | **What changes** |
| **Channels and tactics** |
| **General** | **Engage** | **Celebrate** |
| **Measurement tools** |
| **Roll out** |
| **Schedule**  | **Resources** | **Responsibilities** |