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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** |