

Your Creative Communication Plan

- What do you want to share?
- Why is it important?
- Who is your audience?
- What are you trying to achieve?

- What products are you going to create?
 - What level of complexity/detail are you going to go into?
 - Resources?
 - Restrictions?

You will also need ask:

- How will you measure success?
- How can you build on success afterwards?
- What might you do differently next time?

Next steps

- What are you going to do differently?
- What are you going to do for the first time?