

# comms planning guide.

"the who, the how, the when and the why of planning an effective & efficient communication campaign"

## with what?

### 9. RESOURCES

people/time/access to channels/budget  
assign tasks, estimate all likely spend  
[including a 15% contingency] be realistic  
and honest about the likely returns you  
can achieve with the resources you have.

don't start with a set  
campaign budget &  
portion out spend.  
cost out your plan and  
build your budget from  
the bottom up.



#### • ACT ON FACTS •

no research or evidence step?  
no.

because robust data & solid  
insight should underpin every step  
of the comms planning process.  
all sections should reference  
supporting evidence.  
formal, informal,  
quantitative & qualitative.

