

# PROJECT DESCRIPTION

## Develop a Communication Plan

This project focuses on how to formulate a central message and develop a communication plan for a target audience.

**Purpose:** The purpose of this project is to practice developing a communication plan.

**Overview:** Develop a communication plan for any event or situation. The plan may be for a real or hypothetical need. At a club meeting, present a 5- to 7-minute speech about your experience. You may choose to speak about the planning process, the benefits of developing a plan, or the impact of your plan if you implemented it. Show your vice president education your completed plan to receive credit for this project.

**This project includes:**

- Developing a communication plan
- The Write a Communication Plan resource
- A 5- to 7-minute speech

