

30 minute plan



planning steps

1. analyse situation, define problems & opportunities
2. set objectives & describe how you intend to measure whether or not these objectives have been met
3. define your target public
4. devise a persuasive strategy & define key messages
5. determine tactics & their timing

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| 1. Situation analysis | Analyse situation, define problems and opportunities |
| 2. Objectives | Set objectives and describe how you intend to measure whether or not these objectives have been met |
| 3. Target publics | Define your target public |
| 4. Strategy | Devise a persuasive strategy and define key messages |
| 5. Tactics and timing | Determine tactics and their timing |