



Military Erasmus Strategic Communication (LoD-6) 55th IG Meeting

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Strategic Communication LoD -6

2nd Meeting during 55th IG Meeting Lisbon



Strategic Communication Plan

Structure

- ✓ **Glossary of Terms**
- ✓ **Background – Scope**
- ✓ **Target Audience(s)**
- ✓ **Stakeholders**
- ✓ **Goals**
- ✓ **Objectives**
- ✓ **Objectives in Relation to Target Audience**
- ✓ **Implementation**
- ✓ **Timeline**
- ✓ **Communication Plan Yearly Template**