**2017 [PROJECT NAME] COMMUNICATIONS BRIEF**

One-page summary for [audience]

Last updated: *1 March 2017*

**BACKGROUND**

Provide a brief description of the project, how the project aligns to UBC’s priorities and any previous activities.

**OPERATIONAL OBJECTIVE**

A communications brief supports an operational objective. Clearly distinguish the operational objective here before outlining the communications objective below.

**PRIMARY AUDIENCE**

Describe who your communications need to reach. Segment your audiences into different groups based on common features, demographics or requirements needed.

**COMMUNICATIONS APPROACH**

Define the scope of this strategy, and if necessary explain what the strategy does not cover and why. What tone will to be used in communication (serious, funny, thoughtful, etc.), the approach (e.g. high/low fanfare, high/low audience involvement), and whether you will use a lead spokesperson. This can be further illustrated in the full Communications Plan.

**KEY MESSAGES**

If there was one thing that you would want your target audience to remember in order to support the goals and objectives, what would that message be? Expand that key thought to several messages you want your audiences to specifically remember. You may need to establish specific messages for specific audiences.

Key messages should be simple, memorable and address the question “what’s in it for me?”