

## Key Persons for Business Communication

List names of key persons (under appropriate category) who need to be included for each communication stage. List all who you think apply. A review of all names and tasks will determine which key persons will make up the final list.

Communication Stage	Internal Executives, managers, employees, board members	Partners Consultants, independent contractors, vendors	Customers Target audience-e.g., clients, leads, prospects, employees
PURPOSE <i>reason for communication</i>			
IDEAS <i>developing ideas &amp; message</i>			
CONTENT <i>copywriting and review</i>			
CHANNEL <i>e.g. print, broadcast, electronic</i>			

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<b>SUBMISSION</b> <i>publishing/execution</i>			
<b>REACTION</b> <i>feedback, action, results</i>			