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| **PRODUCT LAUNCH COMMUNICATION PLAN TEMPLATE** |  | **A picture containing text  Description automatically generated** |  |
| **TYPE OF COMMUNICATION** | **OBJECTIVES** | **METHOD OF COMMUNICATION** | **FREQUENCY** | **AUDIENCE** | **PERSON RESPONSIBLE** | **DELIVERABLE** | **FORMAT** |  | **METHOD OF COMMUNICATION** |  |
|   |   | Email | As Needed |   |   |   |   |  | Email |  |
|   |   | In-Person | Once |   |   |   |   |  | In-Person |  |
|   |   | Face-to-Face | Daily |   |   |   |   |  | Face-to-Face |  |
|   |   | Screen-to-Screen | Weekly |   |   |   |   |  | Screen-to-Screen |  |
|   |   | Conference Call | Bi-Weekly |   |   |   |   |  | Conference Call |  |
|   |   | Meeting | Monthly |   |   |   |   |  | Meeting |  |
|   |   | Newsletter | Bi-Monthly |   |   |   |   |  | Newsletter |  |
|   |   | Project Report |   |   |   |   |   |  | Project Report |  |
|   |   | Other |   |   |   |   |   |  | Other |  |
|   |   |   |   |   |   |   |   |  | **FREQUENCY** |  |
|   |   |   |   |   |   |   |   |  | As Needed |  |
|   |   |   |   |   |   |   |   |  | Once |  |
|  |  |  |  |  |  |  |  |  | Daily |  |
|  |  |  |  |  |  |  |  |  | Weekly |  |
|  |  |  |  |  |  |  |  |  | Bi-Weekly |  |
|  |  |  |  |  |  |  |  |  | Monthly |  |
|  |  |  |  |  |  |  |  |  | Bi-Monthly |  |
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