

[] Innovations and Policy

[] People

Session : D3-1

Comms

[] Targets and Partners

Topic Internal Comms

AAGAAZ-E-PUNJAB

Powered by PRANA

What

Who

When

Success Measure

INTERNAL

MS Teams

L: Steph / Chetali
C: Anna

Team Norms

↳ Fateh, Corrie

Team Philosophy / Social Agreement

L: Corrie
C: Mandvinder, Edgar

1 WK

Terms Sheet

L: Fateh

1 wk

Video - Internal / External
YouTube → Connect

L: Fateh, Anna

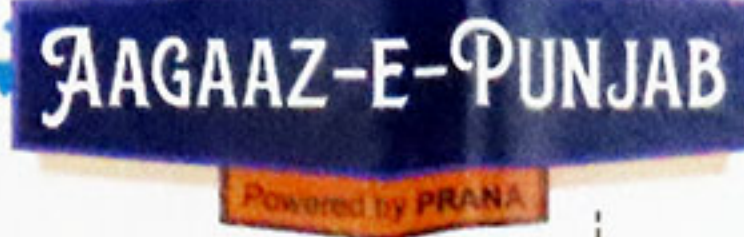
1 mo

AEM Training + Access

L: Corrie
new comms
for TNC India

TBD





What	Who	When	Success Measure
Grey Matters - wind down termination →	Fateh (Mani (template) → opps	by March 31	
RFP / Agency Selection	Fateh	see timeline	
Agility Lab prep	Corrie	1st wk of April	
March PAV event booth, handouts	Fateh RGR		
Meta Memo	Corrie		
Social Media ^② Account Establish Meta Mock-up + Name Ideas	Fateh		

Thursday

draft RFP / committee / score rubric

termination letter

Meta memo

draft comms strategy

Agility lab outreach

24th Jan

March 07 RFP Close

15th Feb - Issue RFP.

March 07 - April - Selection of Agency.

~~March 07~~ Feb Select Agency.

~~March 07~~ Finalize Contract and [Deliverables]

April 01

April 30th - Agency Coming on Board. / Agility Lab.

May - Orientation of Comms Agency

June - Capacity Building of IEs

July - Implementation begins.