IE 2.1.2 Communications Management Process
Detailed-level Process View
Version 0.1
Last updated 27 August 2019

Industry Team

Trigger: Industry Team requests for Communications Plan

Start

Sends the event brief and action plan to the Event Communications Team

Receives RSVP

Uploads logo and name on the Unitec website

Requests school for the list of students to be invited

Conducts Post Event Survey

Event Comms Team for Industry

Refers to the event brief

Creates Industry Registration form on Zoho Forms

Requests industry lists to schools

Loads new contacts to Zoho CRM
Updates existing contacts
Prepares Event mailing list

Creates invite on Zoho Template

Sends invite to potential audience

Schools

Sends industry list to Event Comms Team

Sign off invite — No / Yes

Sends student list

Post event on student platforms

Event Comms Team for Students

Design and build event registration form on Ubiquity

Build event page on the Unitec website

Build mailout for students using the list from schools as filter

Receives RSVP

End

Marketing

Check, test and send mailout