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Example WARP communication plan

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Keywords

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Summary

Many groups and individuals will have an interest in WARPs, or will be affected by their ongoing development. It is important to keep all these parties fully informed about developments and to ensure members gain the maximum benefit from their membership. To achieve this, communication must be a priority for any WARP Provider both in the start up phase and when the WARP is established. This communications plan is a real, but anonymised, example of the promotion and communication of a newly established WARP to a wider audience than just the community members.

Important notice

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WARP communication plan

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Contents

1	Scope	2
2	Background	2
3	Developing the communication plan	2
3.1	The objectives of the plan	2
3.2	Audience	2
3.3	How to communicate with the audience	3
3.4	What are the key messages for XXWARP	3
3.5	Communications mechanisms	3
3.5.1	Website	3
3.5.2	Launches	3
3.5.3	Seminar programme	4
3.5.4	Brochure	4
3.5.5	Newsletter	4
4	Communication action plan	4
	Appendix A: Communications stakeholder analysis	5
	History	10

1 Scope

Many groups and individuals have an interest in the XXWARP project, or will be affected by its ongoing development. It is important to keep them fully informed about these and to ensure they gain the maximum benefit from their membership. To achieve this, communication must be a priority for any WARP. This communications plan is designed to cover the promotion and communication of the XXWARP project to a wider audience than the community members and its services. It does not cover the communication of specific information on threats and virus attacks.

2 Background

A WARP is a Warning, Advice and Reporting Point that advises the members of its community about issues relating to electronic attacks and security issues. Members subscribe to the WARP services, which are then tailored to suit each member organisation.

The XXWARP covers Local Authorities in the County. It provides its community with a service of early warnings of alerts and vulnerabilities, specifically tailored for its community. In offering this personalised service, it relieves its members of the task of sorting through an increasing number of information sources, or even worse, not having time to monitor developing threats. It also provides a limited help desk service for the community, geared to specialised needs and building on the knowledge of the community membership. It is a trusted forum where incidents and attacks can be reported, and can help find assistance or co-operation in dealing with the problem.

3 Developing the communication plan

3.1 The objectives of the plan

The objectives for this plan will be:

- to keep awareness and commitment to XXWARP high;
- promote the benefits of membership to the target audience in the County;
- maintain consistent messages at all times, and
- manage expectations, keeping them within the scope of XXWARP as the project develops.

3.2 Audience

The audience for XXWARP is broadly speaking organisations, businesses and residents of the County. A stakeholder analysis forms an appendix to this strategy, and gives a brief outline of the stakeholders in the project.

To be effective, communication to the audience has to be targeted carefully to suit each section, and it must be an on-going, consistent and frequent process throughout the

XXWARP lifecycle. The information available must be reliable and up-to-date. Communications should be multi-level and promotional to draw attention to project progress, and on-going to strengthen interest.

Success of the XXWARP depends on the contributions and support of the organisations involved. This support only comes if, individually, they feel they have benefits from the project. Effective communications is vital in reinforcing the value of these benefits and gaining increased support.

3.3 How to communicate with the audience

Because of the breadth of the subject covered by WARP and security, it is important that concise key points be the preferred format for all communications, with detailed reports being available as required.

An XXWARP website is to be the one central point for all information about security, threats and advice, and provide the focus for day to day communications.

Specific threat information is issued to members using a sophisticated database, which allows members to specify the kind of information they require, sign up for specific services, and freely exchange information with other members within a secure environment.

3.4 What are the key messages for XXWARP

The suggested key messages for XXWARP are:

- up-to-date information on highly specialised subjects, delivered immediately to the right place
- step-change in delivery of services - one source for all information on this subject
- emphasise organisations working together, sharing information with each other in a secure area
- joined-up organisations, joined-up county.

3.5 Communications mechanisms

3.5.1 Website

The development of the XXWARP website is a priority for the project, as this will be the main point of information distribution. It should have easy content publishing and closed areas for the sharing and discussion of specific security information. All information is published on the site, with the audience driven there by use of email hyperlinks, newsletters and other media.

3.5.2 Launches

The launch of XXWARP should be covered by two events, one for partner organisations and one for businesses and organisations in the county.

Launch to partners in the county at a seminar in Anon House.

Launch to regional partners at the regional annual eGovernment conference in September 2004, with a workshop on security issues.

Launch to businesses at a press event, which is followed up with a three month press campaign to stimulate interest in the WARP services.

3.5.3 Seminar programme

There will be a series of seminars across the county, over the three month period commencing January 2005, possibly in partnership with an established regional business association, who already have seminar programmes.

3.5.4 Brochure

Development of a four colour brochure designed to sell the XXWARP services to partners, businesses and other organisations in the county, and to inform other interested bodies about the developments of the XXWARP.

3.5.5 Newsletter

A regular newsletter to keep subscribers and other interested parties informed of developments within the XXWARP project. This would be produced electronically rather than be printed.

4 Communication action plan

Action Plan to March 2005 - To be confirmed

Activity	Month
Identity for XXWARP developed; various formats available for use	February
Initial website established; domain name registered; URL set up	March 2004
Website content established using author-input content management system	April / May 2004
XXWARP featured in the Microsoft film	May 2004
Information brochure developed for both partners and promotional purposes	September 2004
Launch of the XXWARP to partner organisation at the regional eGovernment annual conference, September 13 th , with a workshop on security issues	September 2004
Launch of the XXWARP service to the public and businesses in the County: To be done via press release and press interviews, articles, advertorial in the County Business newspaper.	October 2004
Series of workshops on security, held over three months across the county. Target audience organisations and businesses in the county.	January - March 2005

Appendix A: Communications stakeholder analysis

Stakeholders in the XXWARP are defined as being organisations or individuals that have an interest in, are involved in, or who are affected by the project.

Audience & communications through existing groups or key people	Participation (Advisory, beneficiary, blocker, influencer, participator, supporter)	Areas of interest / Issues	Channels for communication	Message
Local Authorities in the county Chief Executive Officers	Advisory Beneficiary Participator Influencer Supporter	WARP Services Infrastructure threats Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards Change of user perception	Website Presentation / Events Workshops Targeted email / letter Newsletter Brochure	Delivering better services Become involved Keeping you informed Service efficiency Joined-up government Cost savings
County Finance Officer Group County Audit Group	Advisory Influencer	Cost of cyber attack on systems	Presentation Workshops Newsletter Website	Delivering better services Become involved Keeping you informed Service efficiency
County IT managers	Advisory Participator Influencer	Protection of IT systems WARP Services Infrastructure threats	Website Presentation / Events Workshops	Delivering better services Become involved Keeping you informed

Audience & communications through existing groups or key people	Participation (Advisory, beneficiary, blocker, influencer, participator, supporter)	Areas of interest / Issues	Channels for communication	Message
	Supporter	Organisational change Awareness of potential hazards	Newsletter Brochure	Service efficiency Joined-up government Cost savings
County Electronic Group	Advisory Participator	WARP Services Infrastructure threats Cost of cyber attack on systems, and subsequent organisational change	Website Presentation / Events Workshops Newsletter Brochure	Keeping you informed Service efficiency Cost savings
European partners and other organisations via the County's Brussels Office		WARP Services Cost of cyber attack on systems	Website Newsletter	County as forward-looking "joined up" region Keeping you informed

Audience & communications through existing groups or key people	Participation <small>(Advisory, beneficiary, blocker, influencer, participator, supporter)</small>	Areas of interest / Issues	Channels for communication	Message
County Fire & Rescue Service: Chief officers Group (Policy Team); section Heads (Management Team); Fire Service IT managers (Information Management Group)	Advisory Beneficiary Participator Influencer	WARP Services Infrastructure threats Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards Change of user perception	Website Presentation / Events Workshops Newsletter	Delivering better services Keeping you informed Service efficiency Joined-up government Cost savings
County Health Authorities	Advisory Beneficiary Participator Influencer	WARP Services Infrastructure threats Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards	Website Presentation / Events Workshops Newsletter Brochure	Delivering better services Become involved Keeping you informed Service efficiency Joined-up government Cost savings
County Police: Chief Constable; IT managers	Advisory Beneficiary Participator Influencer	WARP Services Infrastructure threats Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards Change of user perception	Website Presentation / Events Workshops Newsletter Brochure	Delivering better services Keeping you informed Service efficiency Joined-up government Cost savings

Audience & communications through existing groups or key people	Participation <small>(Advisory, beneficiary, blocker, influencer, participator, supporter)</small>	Areas of interest / Issues	Channels for communication	Message
KMEB: Denise Eden-Green – Communications Officer Megan McKibbin - CEO	Beneficiary	WARP Services Cost of cyber attack on systems	Website Presentation / Events Workshops Newsletter Brochure	County as forward-looking “joined up” region Keeping you informed Delivering better services
County Businesses: “Business Works” – BLK’s business publication; local press.	Beneficiary	WARP Services Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards	Website Presentation / Events Workshops Newsletter Brochure	County as forward-looking “joined up” region Keeping you informed
County's employment organisations: IOD, FSB, Trades Unions	Beneficiary	WARP Services Cost of cyber attack on systems, and subsequent organisational change Awareness of potential hazards	Website Presentation / Events Workshops Newsletter Brochure	
Residents: “Around County” editor – KCC CCU; individual district news media / annual reports	Beneficiary	WARP Services Infrastructure threats Awareness of potential hazards	Events Website Press activity	Delivering better services Joined-up government

Audience & communications through existing groups or key people	Participation (Advisory, beneficiary, blocker, influencer, participator, supporter)	Areas of interest / Issues	Channels for communication	Message
Government organisations: SEEDA; ODPM; NISCC; CISA	Influencer	Development of project Services WARP Services	Website Newsletter Brochure	Keeping you informed Joined-up government

History

Version	Date	Description
V1.0	Jan 2005	First draft for approval
V1.1	Jan 2005	Second draft with improved summary and comments incorporated