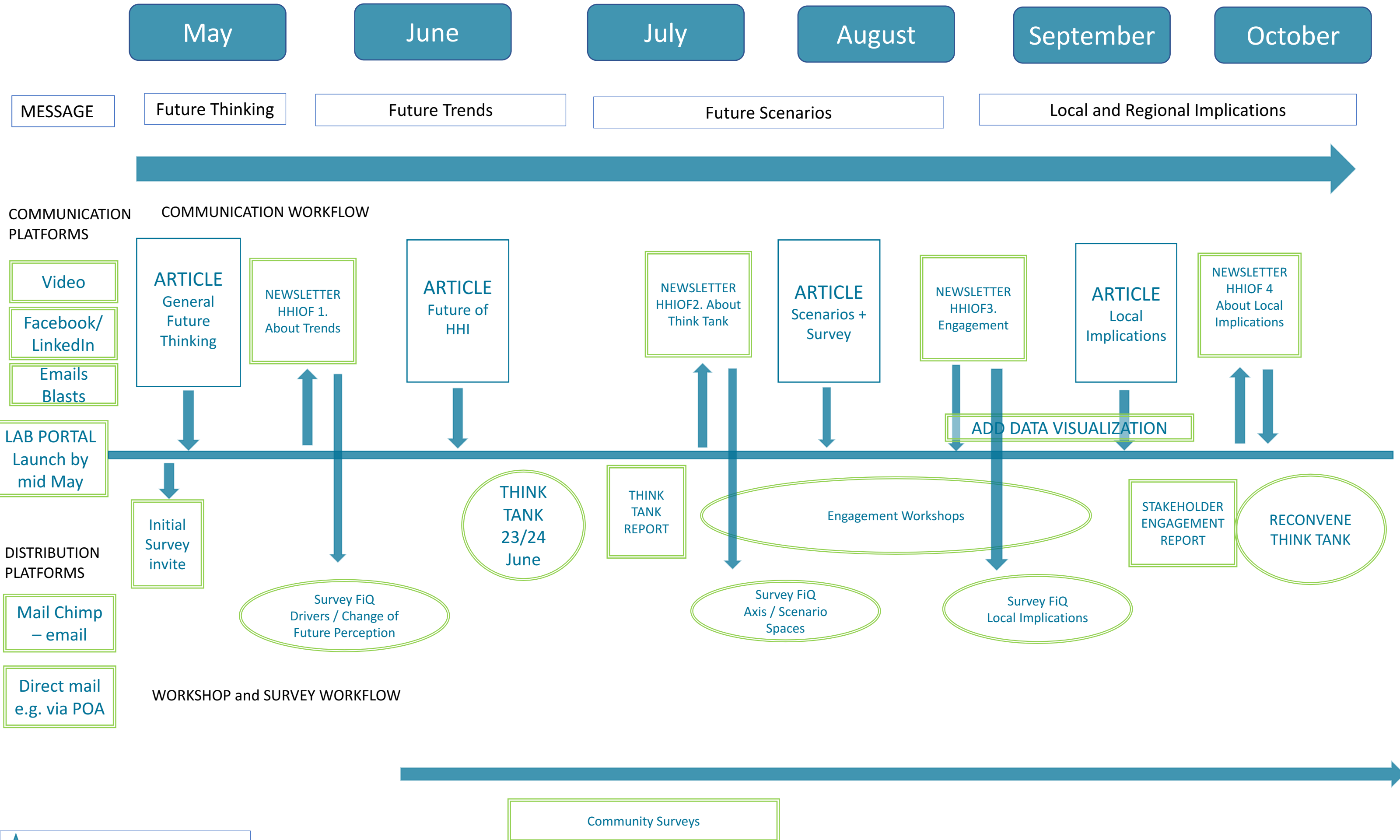


Hilton Head Island – Our Future – PROPOSED communication framework



★ DRAFT 2 May– FiQ

Revised DRAFT Timeline (updated 2 May 2017)

Key Tasks	Key Deliverables	A	M	J	J	A	S	O	N	D
Task 1: Initial Planning and Background Research; Interviews	Meetings and interviews with key stakeholders and project managers	■								
	Develop detailed project plan and schedule (Public Engagement Plan)	■	■							
	Develop and work with Town to implement Communications Plan	■	■	■	■	■	■	■	■	■
	Background research on key tasks and studies; Benchmark Analysis	■	■							
Task 2: Project Lead	Development of Project Lead job description	■								
	Assist with recruitment and training of Project Lead	■	■							
Task 3: Community Engagement; Community Surveys; Data Visualization; Summary of Stakeholder and Community Interviews; Statement of Community Values, Priorities, & Aspirations	Pre Think Tank surveys on community views		■							
	Hilton Head Island Think Tank Workshop			■						
	Produce detailed “ Scenarios of the Future ” Report			■						
	Community Engagement; Stakeholder workshops and interviews; Data collection – Community Surveys				■	■	■			
	Produce data visualization platform						■	■		
	Produce detailed Summary of Stakeholder and Community Interviews						■	■		
	Reconvene Think Tank Workshop Group; Statement of Community Values, Priorities and Aspirations							■		
	Minimum of 5 focus group sessions with key groups to validate engagement process results								■	
Phase 4: Final Town of Hilton Head Island Community Vision	Produce detailed strategic vision framework									■
	Develop final Town of Hilton Head Island Community Vision Report									■
	Produce Implementation Action Plan Report and Strategic Roadmap									■
	Produce detailed graphics and other suitable visuals to explain and present the vision framework and roadmap.									■
	Presentation of Final Hilton Head Island Community Vision									■

PROPOSED Think-Tank Workshop Timeline

The following timeline is used to inform about when the pre-workshop tasks need to be completed, in relation to the date of the Think-Tank Workshop (which is 23 /24 June).

Actions	Description	FiQ	HHI	Timing prior to Workshop
Customised Research and Analysis	Production of Benchmarking Analysis/Economic Analysis.	✓		5 weeks
List of Stakeholders identified for Workshop and surveys	The client will provide FiQ with the list of participants invited to take part in the Workshop. Names, Organisations and Email Addresses are required via Excel spreadsheet		✓	4 weeks
Invitations sent out	Invitations to participants to be sent out with Agenda		✓	4 weeks
Pre-Workshop Survey sent out	The online survey will be sent out to the identified participants	✓		3 weeks
Survey Deadline	The participants will have one week to fill out the survey	✓		1 week
Workshop Agenda finalised	The workshop agenda will be finalised	✓	✓	1 weeks
Room Set Up/General Details	Room set up and general details in relation to running the workshop sent to client	✓		1 week
Think-Tank Report	Think-Tank Report to be sent to client	✓		2 weeks' post Workshop

HILTON HEAD ISLAND - OUR FUTURE: DRAFT COMMUNICATION PLAN, MAY 2017

Task	FIQ	Emily	1-7 May	8-14 May	15-21 May	22-28 May
FiQ/Project Lead/VTPM Communciation Meetings	<input type="checkbox"/>	<input type="checkbox"/>				
Project Logo and Name agreed	<input type="checkbox"/>	<input type="checkbox"/>				
Social Media Pages set up	<input type="checkbox"/>					
Videos produced of David, Emily and Logo	<input type="checkbox"/>	<input type="checkbox"/>				
TV/Radio relationships established. Interviews set up		<input type="checkbox"/>				
Benchmark Analysis approved and finalised	<input type="checkbox"/>	<input type="checkbox"/>				
Database collated for email blast		<input type="checkbox"/>				
Email blast to all contacts every Saturday morning		<input type="checkbox"/>				
Project portal set up and filled with text, images, logo and news	<input type="checkbox"/>					
Initial Survey set up for portal	<input type="checkbox"/>	<input type="checkbox"/>				
Promote portal on SM	<input type="checkbox"/>					
Importance and Success of Visioning posted on portal and SM	<input type="checkbox"/>					
Promotion of facts from Benchmark Analysis on portal and SM	<input type="checkbox"/>					
Consistent promotion of project on portal and SM	<input type="checkbox"/>					
Introduction to project to CEOs and key HHI based groups		<input type="checkbox"/>				
Benchmark Analysis uploaded onto portal	<input type="checkbox"/>					
Letters to the Editor of local newspaper		<input type="checkbox"/>				
Article: Future Thinking	<input type="checkbox"/>					
Future Thinking Article posted on portal and SM	<input type="checkbox"/>					
Initial survey results promoted on portal and SM	<input type="checkbox"/>					
Participants selected for Think-Tank		<input type="checkbox"/>				
Invitation to Think-Tank sent out		<input type="checkbox"/>				
Summary - Communication Results (portal visits/SM analytics)	<input type="checkbox"/>					