National Association of Racing Staff

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Communications Policy

Message	Format	Audience	Date	How it will be measured	Person responsible
What is the message that you want to get across	What communication vehicle will you use to get that message across	Who are targetting for that particular message	What date will it happen by	How will you know that the message has been received and understood?	Who is responsible for making sure that it happens
E.g.					
People benefit by being able to use IT systems	Email Newsletter Websiite Social Media Executive Committee Regional Committees	Staff	June/July	Attendance records and inquiry rates	ULF Project Manager/training provider
The organisation will benefit from investment in training	Email Newsletter Social Media Executive Committee Regional Committees	Staff	April	The managers will endorse the programme	ULF Project Manager/training provider