



David Lipscomb  
President  
20 Beach Place  
Maplewood, NJ 07040  
Ph: 862-252-0781  
[david@redpen21.com](mailto:david@redpen21.com)

## The Plan-on-a-Page (POP) for Strategic Communications Planning

**Description:** More than anything, strategic communications planning is a disciplined way of thinking. It's a series of smart questions you need to ask, whether you want to raise awareness about a local event or change the behavior of thousands in a national, multi-year program. In this full-day course, you will master this thinking process by learning to use a one-page tool: the plan-on-a-page, or POP. The POP is now used by hundreds of communications professionals – including U.S. Army public affairs officers. During the session, you will put the POP to work tackling one of your own planning challenges, aided by expert coaching and feedback. As a result, you will walk away from the day with not only a solid grasp of strategic communications planning, but also a one-page plan you can use for team training, stakeholder buy-in, and even spokesperson briefings.

### What you learn:

- How to craft goals that are meaningful, motivational and measurable
- How to select target audiences and uncover the best motivators
- How to craft messages that are compelling, current, credible and competitive
- How to frame a smart media strategy -- including social media
- How to crystallize an effective strategy statement
- How to brainstorm tactics that are on strategy
- How to lay out a practical timeline and measures of success

**What else you receive:** A toolkit (in both digital and printed versions) containing 10 one-page planning tools – from a comprehensive “plan-on-a-page” (POP) to more focused templates that help you formulate messaging and media strategy.

**Who should attend:** Anyone whose job demands communications planning.

**How many can attend:** From 5 to 15 participants.

**Program length:** Full-day workshop.

**Location and setup:** We will conduct the workshop at your site, and you will provide the workshop room and a projector.

**What it costs:** \$5000 fee, plus any travel costs.

**The instructor:** David Lipscomb is the Founder and President of [Redpen21](#), a company that helps professionals engage 21st-century audiences. He has 20 years of experience teaching communications, and he has taught hundreds of employees from FedEx, Kellogg, the U.S. Army and dozens of other companies, government agencies and non-profits. He has also helped plan and execute communications programs for dozens of organizations. With a Ph.D. from Columbia University, he has taught at Columbia, Wake Forest University and Georgetown University, where he is currently Adjunct Professor at the [Center for Continuing and Professional Education](#). In 2009, he was [profiled](#) in the *Chronicle of Higher Education*.

