## Activity plan

A communication plan can be supplemented by a more concrete activity plan indicating what activities will take place in what channels, be aimed at what target audiences and when this should happen.

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| Target audience | Communication target | Message  | Channels | Activity | Time | Budget | Responsibility | Follow-up |
|  | **Know:** **Feel/think:** **Do:**  |  |  |  |  |  |  |  |
|  | **Know:** **Feel/think:** **Do:** |  |  |  |  |  |  |  |
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