

Communication Plan

Commerce Contributes – Empowering Innovation for All

Frequency	Sender/Owner	Key Dates	Delivery Method	Goal
Weekly	Project Manager	Every Monday, 3 PM	In-person / Zoom	Ensure alignment on tasks & d
As needed	Baqir	Weeks 1–4	Email / Phone / WhatsApp	Secure sponsorships
Daily during events	Iqra	Weeks 1–4	Social Media / Posters / WhatsApp	Promote awareness
Before each event	Event Lead (Amal)	Event Days	WhatsApp / In-person	Assign tasks
3 times weekly	Marketing Lead	Weeks 1–4	Instagram/Facebook	Increase participation
Before events	Adeena	Day before events	In-person / WhatsApp	Confirm logistics
One-time	Documentation Lead	End of Week 4	Email	Acknowledge support
Weekly	Project Manager	Fridays	Email / In-person	Report progress
One-time	Project Manager	End of Week 4	In-person / Email	Submit funds