

Key Message Template



Date Last Updated	
Key Audience(s)	
Message Presenter(s)	
Event/Situation/Topic	

Key Message	
Supporting points Provide information that supports your key messages.	
Supplemental resources Further details on information (such as research, studies, survey results, subject matter expert analysis, etc.) that the presenter references in their key message or supporting points.	
Follow-up action Points to address, either specifically or generally, in subsequent documents/activities based on audience questions or overall response.	

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Key Message Instructions

This template is intended as a guide to develop your organization's Key Messages to: position an issue or activity, discuss an organization's focus or stance, or provide updates on project status.

The template can be used as your organization's internal template and/or adapted to reflect your brand and visual identity.

Should you need additional support to develop your Key Messages or communications strategy, do not hesitate to contact PR Consult (pamela@prconsult.co).