

Table 5.1: THE 5W TECHNIQUE

Keep the message on-point.

WHAT...

- Objective of this message?
- Topic you want to communicate about?
- Key contents of the message?

Understand your target audiences and tailor-made the message accordingly.

WHO ...

- Target group?
- Supporter?

Adjust the message according to the specific occasion, location, scenario

WHERE...

- Location
- Resources for information?

Keep track of time length and other outside factors.

WHEN

- Date and time
- Time length?

Create a touching and motivated message with a balance proportion of information and encouragement.

WHY

- Scientific?
- Personal motivation?