**Stakeholder Engagement Plan:**

|  |
| --- |
| **Power** |

|  |
| --- |
| **High** |

|  |
| --- |
| **High** |

|  |
| --- |
| **Interest** |

|  |
| --- |
| **Low** |

**Stakeholder engagement assessment matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Unaware | Resistant | Neutral | Supportive | Leading |
| **Planning team** |  |  |  | **C D** |  |
| **Clients** |  |  | **C** | **D** |  |
| **Designing Team** | **C** |  |  | **D** |  |
| **Competitors** |  | **C** |  | **D** |  |

**Communications Management Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Message /Purpose | Responsibility | Audience | Medium | Contents | Frequency /Timing |
| Planning team | **PM** | **Team** | **Meetings /Emails** | **Next step, Fix issues** | **Weekly** |
| Clients | **QA** | **Customers** | **Emails** | **Updates** | **Monthly** |
| Designing Team | **PM** | **Team** | **Meetings / Emails** | **Fix current issues** | **Weekly** |
| Competitors | **PM** | **Companies** | **F2F Meetings** | **Take the advantage** | **Monthly** |