

Developing stakeholder engagement and communication plan

Stakeholder analysis

- Get to nowList all stakeholders you can think of
- Who among the listed is influential and who is not

Stockholder name	Less influential	More influential
Project team		Yes
Project manager		Yes
Sponsor		Yes
Project owners		Yes
Government agencies		Yes
Media		Yes

Communication plan

Stakeholder	Communication method	Frequency	Responsibility	Notes
Client sponsor	Status report	Weekly - Monday 11 am	Project manager	
Development team	States meeting	Weekly - Thursday 2 pm	Project management office	
Media team	Meetings	Monthly - 3 pm	Product manager	