

Developing stakeholder engagement and communication plan

Stakeholder analysis

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

Stockholder name	Less influential	More influential
<i>Project team</i>		Yes
<i>Project manager</i>		Yes
<i>Sponsor</i>		Yes
<i>Project owners</i>		Yes
<i>Government agencies</i>		Yes
<i>Media</i>		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	