

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

<i>Stockholder name</i>	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	Communicat ion method	Frequency	Responsibilit y	Notes
Client sponsor	Status report	Weekly - Monday 11 am	Project manager	
Developmen t team	States meeting	Weekly - Thursday 2 pm	Project managemen t office	
Media team	Meetings	Monthly - 3 pm	Product manager	