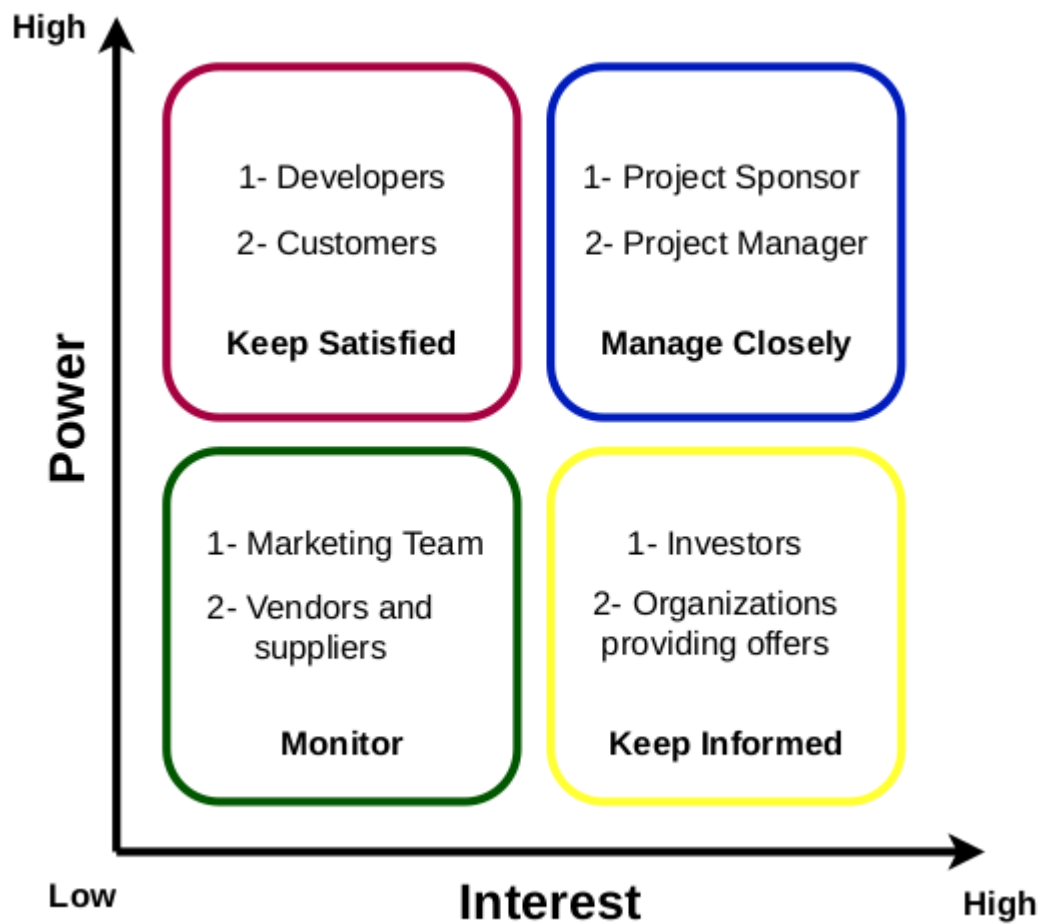


Task2- Stakeholder Engagement and Communication Plan



Stakeholders	Unaware	Resistant	Neutral	Supportive	Leading
Customers	C		D		
Developers				C / D	
Project Sponsor				C / D	
Project Manager					C / D
Organizations	C			D	
Marketing Team			C	D	

C: Current D:Desired

Stakeholders	Way of Communication	Frequency	Topics
Customers	Advertising Campaigns	Daily	Benefits of the product
Developers	Meetings	Weekly	Progress of the project / any required modifications
Project Sponsor	Emails / Meetings	Monthly	Progress of project
Project Manager	Meetings	Weekly	Progress of project
Organizations	Advertising Campaigns	Daily	Benefits of using the product to introduce their offers