

Stakeholder Register

- The template for the **stakeholder register**

Stakeholder Register				
Project Name	Project Name : Ace Gear-5 Pro Gaming Controller Launch			
Name	Project Role	Level of Power	Level of Interest	Level of Support
Emily Smith	Project Sponsor	High	High	Supportive
James	Project Manager	High	High	Supportive
Nick	Marketing Lead	Low	High	Supportive
Dave	Product Development Lead	Low	High	Supportive
Sarah Wells	Sales Lead	High	High	Supportive
Gaming experts and influencers	External Experts	Low	Low	Neutral

Stakeholder Engagement Plan

		Meet Requirements	Pay Close Attention
		Monitor	Provide Information
		Low	High
	Stakeholder Interest		

Stakeholder Engagement Plan		
Project Name	Project Name : Ace Gear-5 Pro Gaming Controller Launch	
Name	About the Stakeholder	How to Engage the Stakeholder
Name of the person	Background and characteristics of the stakeholder	(Include one) Pay close attention Meet requirements Provide information Monitor (provide details of approach to be taken to ensure effective engagement)

Mary Johnson	<p>Mary is the CEO of AGS, she has a deep understanding of the gaming industry who has a lot of interest in the project's success as it impacts the company's overall performance.</p> <p>Highly Influential decision maker with years of experience in strategic planning and leadership.</p>	<p>Regular project updates and progress reports.</p> <p>Involve in critical decision-making processes and meetings regarding the project direction.</p> <p>Ensure alignment with AGS's business strategies.</p>
James	<p>James is the Project Manager responsible for successful execution of the project. He has in-depth knowledge of the gaming industry and project management.</p> <p>Hands-on, focused on project deliveries.</p>	<p>Frequent reports on project milestones.</p> <p>Collaboration on project decision-making.</p>
Emily Smith	<p>Emily is the Chief Marketing Officer of AGS. She has a strong marketing background and experience in promoting gaming products and accessories.</p> <p>Creative and focused on marketing strategies.</p>	<p>Regular updates on promotional activities.</p> <p>Feedback and input on marketing materials.</p> <p>Involvement in promotional video launch preparations.</p>

Dave	<p>Dave is the Product development lead at AGS.</p> <p>Technically oriented and concerned with product quality.</p>	<p>Input on product quality standards.</p> <p>Timely issue resolution related to product development.</p>
Sarah Wells	<p>Sarah is the Sales Lead at AGS. She has significant experience in sales in the gaming industry.</p> <p>Customer-oriented and proactive in sales strategies.</p>	<p>Coordination on sales strategies and alignment with project goals.</p> <p>Regular updates on sales progress.</p> <p>Feedback on sales-related materials.</p>
Gaming experts and influencers	<p>External gaming experts with various backgrounds and expertise.</p> <p>Varying levels of influence in the gaming industry.</p>	<p>Seek endorsements and reviews.</p> <p>Collaborations on promotional activities.</p> <p>Monitor online discussions and address concerns.</p>