

Digital discount card application

Identifying stakeholder

1-Team

2-Customer

3-Brands

5-Markets

6-Application users

7-Project Manager

Stakeholder Engagement

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Customer				C	
Team			C	D	
Brands	C			D	
Markets	C			D	
Users	C			D	
Project Manager			C		D

Communications Management plan

Message	Responsibility	Audience	Medium	Content	Frequency
Project status	PM	Customer	Meetings	SV, Demo, Risks, Ask	Bi-weekly
Team status	PM	Team	Meetings	SV, Demo, Risks, Ask	weekly
Project status report	PM	Customer	Emails	SV, Issues, Risks	weekly
Business Available	PM	Brands	Emails	Project Features	weekly
Reviews	PM	Users	Application channels	What to improve	Monthly