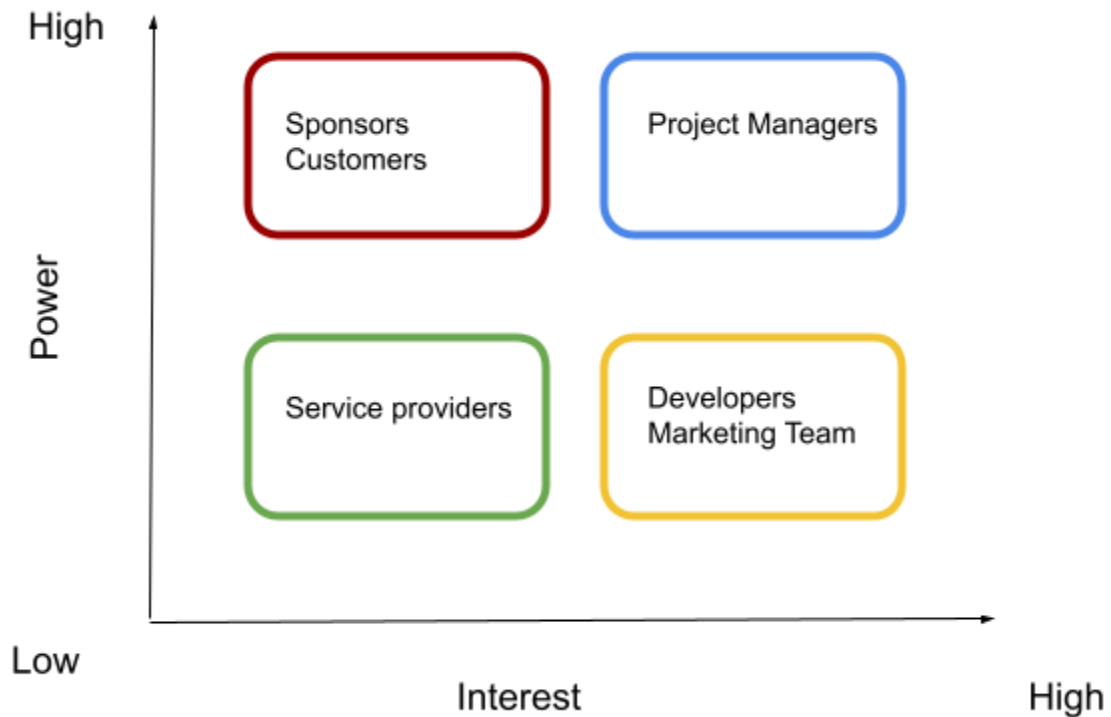


Case Study: Stakeholder Engagement & Communication Plan Team: Scorpion

Stakeholders Analysis



Stakeholder engagement assessment matrix

stakeholders	Unaware	Resistant	Neutral	Supportive	leading
Developers			C	D	
Sponsors				D	C
Project Managers				D	C
Customers	C		D	D	
marketing				C D	
Provide service		C		D	

C : current

D : desired

Communication management plan

Manage/ purpose	Responsibility	Audience	Medium	Content	Frequency/ Timing
Kickoff meeting	PM - QA	<ul style="list-style-type: none"> • Project managers • sponsors 	Meeting	<ul style="list-style-type: none"> • Introduce project • Confirm objectives, goals and main deliverables needed. 	Once at the start of the project
Project team meetings	PM	<ul style="list-style-type: none"> • PM • Marketing team director • Developers' director 	Meeting	<ul style="list-style-type: none"> • Review status of the project 	Monthly
Review meeting	PM	<ul style="list-style-type: none"> • PM • Developers 	Meeting	<ul style="list-style-type: none"> • Issues & Risks • Current progress • New deliverables 	Weekly
Project status meetings	PM	Customer	Meeting	<ul style="list-style-type: none"> • Demo • Issues & Risks • Ask questions 	Bi-weekly