Stakeholder engagement & communication plan

Stake holders:

1. **Project sponsor**
2. **media team:** the team who handle the social media
3. **project managers:** responsible for the planning, procurement, execution and completion of a project
4. **developers: the team who build and develops the application**
5. **project team**
6. **Suppliers**
7. **Consumer**

6

5

4

2

3

1

Manage

Closely

Keep

Informed

Monitor

Keep

Satisfied

Power

Interest

Low

High

High

7

Communication plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Message/ Purpose** | **Responsibility** | **Audience** | **Medium** | **Content** | **Frequency/ Timing** |
| Project Status | Project Manager | Project Sponsor | Meeting | Progress, Issues, Risks, Demo and Asking questions. | Weekly |
| Project updates | Project Team Leader | Project Manager | Meeting | Progress, Issues, Risks, Demo and Project status. | Weekly |
| Development Plan | Project Team Leader | Developers | Meeting | Progress, Issues, Risks, Demo, compliance and develop solutions. | Bi-Weekly |
| Marketing | Project Team Leader | Media Team | Email | Demo and new ideas. | Weekly |
| Financing | Project Manager | Project Sponsor | Meeting | Budget allocation and expenses. | Monthly |