**Stakeholders Engagement & Communication Plan**

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| --- | --- | --- | --- | --- | --- |
| Stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
| Customer |  |  |  | CD |  |
| Sponsor |  | C |  |  | D |
| Stores |  |  | C | D |  |
| Government |  |  |  | CD |  |
| Team |  |  | C |  | D |
| Google |  |  | CD |  |  |
| Apple |  |  | CD |  |  |

* The sponsor can be pushed to leading through showing them the positive results of the project.
* The stores can be supportive by trying to place advertisements & deals for the stores to increase customer counts.
* The Team can have a leading position by giving incentives to push for leading the project

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| --- | --- | --- | --- | --- | --- |
| Message / Purpose | Responsibility | Audience | Medium | Contents | Timing |
| First Meeting | PM | Team, Sponsor | Face to Face Meeting | Stating Requirements, Risks & Goals | One time |
| Project Status | PM | Customer, Sponsor | Online Meeting | Review the milestones reached and delays | Bi-Weekly |
| Team Status | PM | Team, Sponsor | Online Meeting | State any issues concerning members/Project | Weekly |
| Project Design | PM | Design Team, Sponsor | Face to Face Meeting | Go over design choices and any issues / changes | Bi-Weekly |
| Recap | PM | Team, Sponsor | Email | Recap of the previous meeting | Bi-Weekly |
| Audit | QA | PM, Team, Sponsor | Online Meeting | Issues regarding the project, stakeholders or team | Monthly |