



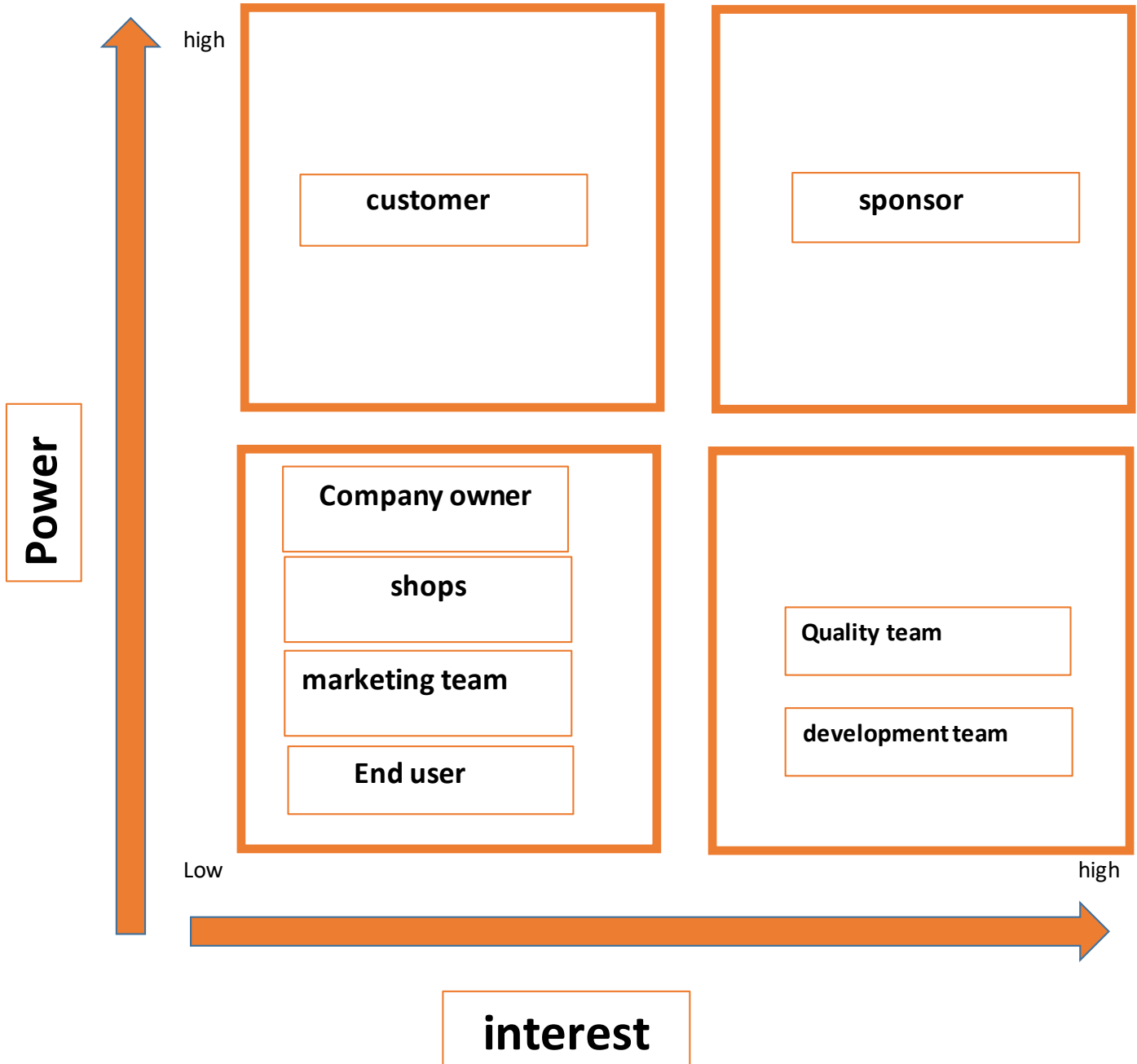
Full stack Bootcamp

Stackholders engagement and communication plan



Digital discount card project

Stackholders engagement analysis



Stackholders engagement assessment matrix

stackholders	unaware	resistant	neutral	supportive	leading
sponsor				C	D
customer				CD	
development team	C			D	
Quality team		C		D	
marketing team			CD		
company owner	C			D	
end user	CD				
shops	C			D	

C : current

D : desired

Communication management plan

Message/ purpose	audience	medium	contents	Frequency timing
Project status	customer	meeting	Scope /risks /issues	Bi-weekly
Team status	Team members	meeting	Discuss project progress , what get done , what will do	weekly
Project review	PM , team	meeting	Test ,Discuss feedback	weekly
Marketing	Marketing team	meeting	Create strong marketing plan	monthly

