

# Lab: Develop a Stakeholder Register

*Estimated duration: 40 minutes*

## Objectives

- Develop a stakeholder register

## Prerequisites

You must have Microsoft Office or Microsoft 365 apps installed on your computer or have access to the free web version of Microsoft 365.

## Scenario: Annual New Investor Dinner event

Sidney Morris is a project manager at work for ABC Investment LLC, located in Los Angeles. ABC Investment LLC focuses on high-end investors with a portfolio value greater than \$400K. The investment market is highly competitive, and the organization wants to capture new potential investors before they seek services elsewhere. The event schedule is set, and the CEO will be attending. Sidney Morris has been assigned the project manager to oversee the company's annual investor dinner. It is 1 March today. The event will occur between 5:00 PM and 9:00 PM on 30 June. You have a budget of \$14,000 for the event.

This project includes planning and developing the program and implementing the initial orientation.

## Project Activities

Here are some project activities for the event.

- Find a restaurant with a moderately upscale menu that will support an investment seminar for 40 people. Anticipate the attendance of 10 employees and 30 potential investors. Last year's event was fully attended. Twenty-two of the attendees signed on with ABC.
- Send invitations and track RSVPs. Each new investor is expected to bring an average of \$12,000 in revenue annually.
- Plan all catering and meal selections and accommodate dietary restrictions.
- Confirm that all marketing criteria include company demographics, the professionals on the team, and investment opportunities.
- Manage all IT and AV requirements for the event.
- Work with the restaurant to ensure adequate parking at no cost to the participants.
- Coordinate with all speakers to include presentations for equities, annuity, and new 2023 tax rules.

- Build, coordinate, and gain approval for the event agenda.

## Key Stakeholders

Here is the list of stakeholders for the project.

- **Sponsor and COO:** Martha Wilson
- **Training manager:** Sunny James
- **Company customer liaison:** Ram Evans
- **Social media and IT manager:** Noriko Tanaka
- **Finance Manager:** Evan Anthony
- **Project team** working on the event deliverables

## Exercise

Based on the scenario, the project charter, and the project brief shown below, you will create a stakeholder register.

**Step 1:** Keeping the CTRL key pressed, click [here](#) to view or download the **Stakeholder Register Template**.

**Note:** On Mac systems, keep the COMMAND button pressed instead of the CTRL button.

**Step 2:** You will need to refer to the project charter and project brief for the project when creating the stakeholder register.

- Keeping the CTRL key pressed, click [here](#) to view or download the **Project Charter** document.
- Keeping the CTRL key pressed, click [here](#) to view or download the **Project Brief** document.

**Step 3:** Open the downloaded stakeholder register template. Notice that there are various stakeholder related details that you need to complete.

**Step 4:** Enter the project name. This should be the same as what was entered in the project charter.

**Step 5:** Document all stakeholders in scenario by name or position.

**Step 6:** Use the **Role** column to provide brief descriptions for the role of every stakeholder.

**Step 7:** In the RACI columns, place an **X** in the relevant RACI box for each stakeholder. **Note:** You may want to revisit the RACI definitions before performing this step.

**Step 8:** Provide comments to supplement the role. For example, a Sponsor normally approves the project and provides funding.

**Step 9:** Use the **Version** section to annotate the version number and date.

**Step 10:** Review the contents of the stakeholder register and make changes if needed.

**Step 11:** Save the stakeholder register document with a meaningful name, such as the **Annual New Investor Dinner event\_Stakeholder Register**.

**Make sure to attempt the exercise, as it will help you gain a clear understanding of the concepts covered in the module.**

## Potential Solution

After completing the exercise, you can refer to the **Stakeholder Register Potential**

**Solution** document to compare the potential solution listed in the document with your solution. Keeping the CTRL key pressed, click [here](#) to view or download the **Stakeholder Register Potential Solution** document.

**Note 1:** The document will open in a new tab. **Note 2:** On Mac systems, keep the COMMAND button pressed instead of the CTRL button.