



London TDM

Project Management Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 19 October 2025 To 23 October 2025

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Stakeholder engagement and communication are crucial components for the success of any project or operation. Effective engagement with stakeholders helps organizations understand their needs and expectations, facilitates collaboration, and builds trust and commitment. This 5-day professional course is designed to equip participants with the tools and techniques necessary for planning, executing, and managing successful stakeholder engagement and communication strategies.

Objectives

- Understand the fundamentals of stakeholder engagement and communication.
- Identify key stakeholders and their needs.
- Develop effective communication strategies for different stakeholder groups.
- Address challenges and resolve conflicts in stakeholder engagement.
- Evaluate and improve stakeholder engagement practices continuously.

Course Outlines

Day 1: Introduction to Stakeholder Engagement

- Definition and importance of stakeholder engagement
- Identifying stakeholders: Internal vs. external
- Stakeholders roles and impact on projects
- Mapping stakeholder interests and influence
- Case studies of successful stakeholder engagement

Day 2: Stakeholder Analysis and Planning

- Conducting a stakeholder analysis
- Tools for mapping and prioritizing stakeholders
- Setting objectives for stakeholder engagement
- Developing a stakeholder engagement plan
- Creating stakeholder profiles

Day 3: Effective Communication Strategies

- Principles of effective communication
- Tailoring communication styles to stakeholders
- Using digital tools and platforms for engagement
- Drafting messages for clarity and impact
- Building a communication plan for stakeholders

Day 4: Managing Challenges and Resolving Conflicts

- Recognizing early signs of stakeholder conflict
- Strategies for conflict resolution
- Building consensus and negotiating agreements
- Handling difficult stakeholders
- Ensuring ongoing stakeholder satisfaction

Day 5: Monitoring, Evaluation, and Continuous Improvement

- Measuring stakeholder engagement success
- Tools for monitoring and evaluation
- Collecting and analyzing feedback
- Adapting plans based on evaluation results
- Implementing improvements to engagement strategies