



London TDM

# Project Management Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 26 October 2025 To 30 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