



**BASED ON A SAQA registered qualification for Administrative Professionals in all Services Sectors
SAQA ID: 243815 NQF
Level 5, 12 Credits**

Who is this training Course for?

This course is aimed at all practitioners in the fields of marketing, public relations and communication management who seeks to gain a better understanding of stakeholder relationship management.

This 3 day course covers the fundamentals and latest thinking in stakeholder relationship management covering the areas of stakeholder engagement and the governing of stakeholder relationship management.



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Stakeholder Management

A “stakeholder” is any person or organization that is actively involved in a project, or whose interests may be affected positively or negatively by execution of a project.

Stakeholders can be internal to the organization or external. In many projects the public at large will become a stakeholder to be considered during the project.

The challenge for the project manager when the public is a stakeholder will be to act while considering public needs. Often there is no direct representative of the public to be consulted during project planning and execution.

On Completion you will be able to:

- ♦ Identify key stakeholders of the project.
- ♦ Compile a stakeholder relationship management plan.
- ♦ Implement the stakeholder relationship management plan.
- ♦ Evaluate the effectiveness of key stakeholder’s involvement in the project.

**Contact us today
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SETA Accreditation Number: 2643**