

PROJECT MANAGEMENT | COURSE BROCHURE

Project Stakeholder Management and Communication

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course focuses on the essential skills and techniques for effectively managing project stakeholders and communication. Participants will learn to identify stakeholders, assess their influence, and develop tailored communication strategies to ensure project success and stakeholder satisfaction.

Project stakeholders can significantly impact project outcomes, making their effective management crucial for success. Miscommunication or neglecting stakeholder needs can lead to project delays, budget overruns, and dissatisfaction. This course equips participants with the skills to identify, analyse, and engage stakeholders effectively, ensuring their voices are heard and their expectations managed. Participants will also learn to navigate complex stakeholder dynamics, balancing competing interests while fostering collaboration. By mastering these skills, attendees will enhance their ability to drive project success, mitigate risks, and create a positive environment for stakeholder engagement, ultimately leading to more successful project outcomes.
Participants will engage in practical exercises that simulate real-world stakeholder scenarios, allowing them to develop tailored communication strategies. By practising stakeholder analysis, communication planning, and conflict resolution, attendees will enhance their ability to foster collaboration and support among diverse stakeholder groups. The course will also cover techniques for soliciting feedback and managing expectations, ensuring that stakeholders remain informed and engaged throughout the project lifecycle. This hands-on approach will empower participants to make informed decisions and implement effective strategies that address stakeholder concerns, leading to improved project delivery and stakeholder satisfaction.

Professional Problems This Course Is Designed to Solve

- Stakeholders identified late or engaged inconsistently.
- Communication that overlooks different information needs.
- Unresolved expectations and conflicts affecting project delivery.

Course methodology

The course employs a blend of interactive workshops, case studies, and role-playing exercises to build practical skills in stakeholder management and communication. Participants will engage in stakeholder mapping exercises, develop communication plans, and simulate stakeholder meetings. These activities will provide opportunities to apply theoretical concepts in realistic scenarios, enhancing understanding and retention. Outputs will include stakeholder analysis reports, communication strategy documents, and conflict resolution plans, providing tangible evidence of their learning and application of concepts. This approach ensures that participants not only learn the principles of stakeholder management but also gain the confidence to implement them effectively in their projects.



Course content

Course objectives

By the end of this course, participants will be able to:
• Identify key stakeholders and assess their influence on project outcomes.
• Analyse stakeholder needs and expectations to inform communication strategies.
• Design a stakeholder communication plan tailored to specific project contexts.
• Prioritise stakeholder engagement activities based on influence and interest levels.
• Evaluate the effectiveness of communication methods used with stakeholders.
• Facilitate stakeholder meetings to address concerns and gather feedback.

Target audience

This course is suitable for:
• Project Managers responsible for stakeholder engagement.
• Business Analysts involved in project requirements gathering.
• Team Leaders coordinating with various project stakeholders.
• Communications Specialists focused on project-related messaging.

Target competencies

Participants will develop competencies in:
• Conduct stakeholder analysis to determine influence and interest.
• Develop effective communication strategies for diverse stakeholder groups.
• Facilitate productive discussions with stakeholders to gather insights.
• Implement conflict resolution techniques in stakeholder interactions.
• Create comprehensive stakeholder engagement plans.
• Evaluate communication effectiveness and adapt strategies accordingly.

Course outline

Day 1: Understanding Stakeholders and Their Impact

Applied activity: Participants will conduct a stakeholder analysis for a fictional project, identifying key stakeholders, their interests, influence levels, and potential impact on project success. They will use a stakeholder matrix to categorise stakeholders accordingly and discuss their findings in groups.
Output: A completed stakeholder analysis report with a detailed stakeholder matrix and insights.

09:00–09:54	Define project stakeholders and their roles in project success.
09:54–10:48	Identify different types of stakeholders and their interests.



Course content

10:48–11:00	Assess the influence of stakeholders on project outcomes and decision-making processes.
11:00–11:30	**Coffee break**
11:30–12:12	Assess the influence of stakeholders on project outcomes and decision-making processes. (continued)
12:12–13:06	Explore the importance of stakeholder engagement in project management methodologies.
13:06–14:00	Discuss common challenges in stakeholder management and strategies to overcome them.

Day 2: Stakeholder Communication Strategies

Applied activity: Participants will create a communication plan for their identified stakeholders from Day 1, detailing methods, frequency, and content tailored to each stakeholder's needs. They will present their plans to peers for feedback and refinement.
Output: A comprehensive stakeholder communication plan outlining strategies for engagement.

09:00–09:54	Explore the principles of effective communication in project management and its impact on stakeholder relationships.
09:54–10:48	Identify communication preferences of different stakeholder groups and tailor messages accordingly.
10:48–11:00	Develop tailored communication strategies based on stakeholder analysis and project requirements.
11:00–11:30	**Coffee break**
11:30–12:12	Develop tailored communication strategies based on stakeholder analysis and project requirements. (continued)
12:12–13:06	Discuss barriers to effective communication and how to overcome them in various contexts.
13:06–14:00	Learn about the role of transparency and regular updates in stakeholder communication.

Day 3: Engaging Stakeholders Effectively

Applied activity: Participants will role-play a stakeholder meeting, practising facilitation and active listening skills to address stakeholder concerns and gather feedback. They will simulate various stakeholder responses and develop strategies to manage differing opinions effectively.
Output: A summary report of the stakeholder meeting outcomes, including feedback received and action items.

09:00–09:54	Discuss techniques for engaging stakeholders throughout the project lifecycle, from initiation to closure.



Course content

09:54–10:48	Learn methods for soliciting stakeholder feedback and input during key project phases.
10:48–11:00	Explore the importance of active listening and empathy in stakeholder interactions.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the importance of active listening and empathy in stakeholder interactions. (continued)
12:12–13:06	Practice facilitation skills for stakeholder meetings, ensuring all voices are heard.
13:06–14:00	Identify strategies for managing stakeholder expectations and addressing concerns proactively.

Day 4: Conflict Resolution and Negotiation

Applied activity: Participants will engage in a negotiation simulation where they must resolve a conflict between two stakeholder groups with opposing interests, using techniques learned in the session. They will document their negotiation process and outcomes for review.
Output: A conflict resolution strategy document outlining the negotiation process and outcomes achieved.

09:00–09:54	Identify common sources of conflict among stakeholders and their potential impact on projects.
09:54–10:48	Explore conflict resolution techniques applicable to project settings and stakeholder interactions.
10:48–11:00	Discuss negotiation strategies for aligning stakeholder interests and achieving win-win outcomes.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss negotiation strategies for aligning stakeholder interests and achieving win-win outcomes. (continued)
12:12–13:06	Practice mediation skills in stakeholder disputes through realistic scenarios.
13:06–14:00	Evaluate the impact of unresolved conflicts on project success and stakeholder relationships.

Day 5: Integrating Stakeholder Management into Project Planning

Applied activity: Participants will create an integrated stakeholder management plan that outlines engagement strategies, communication methods, and evaluation metrics for a fictional project, synthesising all concepts learned throughout the course. They will present their plans for peer review.
Output: A comprehensive stakeholder management plan for the fictional project, including strategies for engagement and evaluation.

09:00–09:54	Discuss the integration of stakeholder management into project planning processes and methodologies.
09:54–10:48	Explore tools and techniques for ongoing stakeholder engagement throughout the project lifecycle.



Course content

10:48–11:00	Learn how to monitor and evaluate stakeholder engagement effectiveness using metrics.
11:00–11:30	**Coffee break**
11:30–12:12	Learn how to monitor and evaluate stakeholder engagement effectiveness using metrics. (continued)
12:12–13:06	Develop a plan for continuous stakeholder communication and feedback mechanisms.
13:06–14:00	Reflect on lessons learned from stakeholder management experiences and apply them to future projects.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,940.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,840.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online