

PROJECT MANAGEMENT | COURSE BROCHURE

# Stakeholder Engagement for Major Projects

5 days | Classroom training | English

**SMART HORIZON**

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https://smart-horizon.eu



# Course content

## Why attend

Major projects affect communities, regulators, investors, unions and many internal groups, any of whom can delay or derail delivery. This course teaches systematic stakeholder engagement: identifying and analysing stakeholders, planning engagement, managing expectations and opposition, consulting effectively and monitoring relationships throughout the project.

Many large projects are delayed by stakeholders rather than technical issues. You will learn to engage early and turn potential opponents into supporters.

## Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

## Course methodology

Stakeholder mapping exercises, engagement plan workshops, consultation role plays and case studies of major projects.

## Course objectives

By the end of this course, participants will be able to:
• Identify and analyse project stakeholders
• Prioritise stakeholders by influence and interest
• Develop stakeholder engagement plans
• Manage expectations and resistance
• Run consultations and public engagement
• Monitor stakeholder relationships and adjust plans

## Target audience

This course is suitable for:
• Project and programme managers
• Stakeholder and community relations managers
• Infrastructure and energy project teams
• Government project officers
• Communication professionals



# Course content

## Target competencies

Participants will develop competencies in:

- Stakeholder analysis
- Engagement planning
- Consultation
- Conflict management
- Relationship monitoring

## Course outline

### Day 1: Stakeholders in Major Projects

| | |
|---|---|
| **09:00–10:08** | Why stakeholders matter |
| **10:08–11:00** | Types of stakeholders |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Types of stakeholders (continued) |
| **11:45–12:53** | Lessons from troubled projects |
| **12:53–14:00** | Case study |

### Day 2: Analysis

| | |
|---|---|
| **09:00–10:08** | Stakeholder identification |
| **10:08–11:00** | Power-interest mapping |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Power-interest mapping (continued) |
| **11:45–12:53** | Concerns and motivations |
| **12:53–14:00** | Workshop: stakeholder map |

### Day 3: Engagement Planning

| | |
|---|---|
| **09:00–10:08** | Engagement levels |
| **10:08–11:00** | Methods and channels |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Methods and channels (continued) |
| **11:45–12:53** | Timing |
| **12:53–14:00** | Exercise: engagement plan |

## Day 4: Managing Opposition

| | |
|---|---|
| **09:00–10:08** | Understanding resistance |
| **10:08–11:00** | Negotiation and compromise |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Negotiation and compromise (continued) |
| **11:45–12:53** | Community consultation |
| **12:53–14:00** | Role play: public meeting |

## Day 5: Monitoring

| | |
|---|---|
| **09:00–10:08** | Relationship tracking |
| **10:08–11:00** | Grievance mechanisms |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Grievance mechanisms (continued) |
| **11:45–12:53** | Reporting |
| **12:53–14:00** | Action plan |

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.



# Course content

## Dates, venues and fees

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

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€2,540.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.–** |
| Dubai<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€3,150.–** |
| Online<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,890.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€1,250.–** |
| Vienna<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€2,940.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.–** |
| London<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Rome<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€1,250.-** |
| Barcelona<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€2,450.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 30 Aug 2027 | 3 Sept 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 30 Aug 2027 | 3 Sept 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€1,250.-** |
| London<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.-** |

## 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

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