



## Workshop program

<b>Introduction</b>	<b>9:00 – 10:15</b>	<b>Introduction:</b> <ul style="list-style-type: none"><li>• Introductions</li></ul>
<b>Session 1</b>		<b>Why do stakeholders matter?</b> <ul style="list-style-type: none"><li>• <a href="#">Exercise 1: Stakeholder influence</a></li><li>• Why stakeholders matter</li><li>• The <i>Stakeholder Circle</i><sup>TM</sup> methodology<ul style="list-style-type: none"><li>• Five step methodology for stakeholder engagement</li></ul></li></ul>
	<b>10:15 – 10:30</b>	<b>Break</b>
<b>Session 2</b>	<b>10:30 – 12:30</b>	<b>Step 1 – Identify stakeholders</b> <ul style="list-style-type: none"><li>• Introduction to Paradise Island case study</li><li>• Stakeholder identification</li><li>• <a href="#">Exercise 2: Identify stakeholders</a></li><li>• Discussion</li></ul> <b>Step 2 – Prioritise stakeholders</b> <ul style="list-style-type: none"><li>• Stakeholder prioritisation</li><li>• <a href="#">Exercise 3: The most important stakeholders</a></li><li>• Discussion</li></ul>
	<b>12:30 – 13:15</b>	<b>Lunch</b>
<b>Session 3</b>	<b>13:15 – 15:00</b>	<b>Step 3 – Visualise the stakeholder community</b> <ul style="list-style-type: none"><li>• Reveal which stakeholders are ‘on the radar’</li></ul> <b>Step 4 – Engage stakeholders: building the relationship</b> <ul style="list-style-type: none"><li>• Stakeholder engagement</li><li>• <a href="#">Exercise 4: Define stakeholder support and receptiveness</a></li></ul>
	<b>15:00 - 15:15</b>	<b>Break</b>
<b>Session 4</b>	<b>15:15 – 16:30</b>	<b>Step 4 (continued)</b> <ul style="list-style-type: none"><li>• Targeted communication</li><li>• <a href="#">Exercise 5: Targeted communication</a></li></ul> <b>Step 5 – Monitor the communication</b> <ul style="list-style-type: none"><li>• Monitor and report on the effectiveness of the communication</li></ul>
	<b>16:30 – 17:00</b>	<b>Wrap up</b> <ul style="list-style-type: none"><li>• Keys to successful stakeholder engagement</li></ul>