



*Training Course:
Stakeholder Engagement*

*23 - 27 June 2025
Casablanca (Morocco)
New Hotel*

Training Course: Stakeholder Engagement

Training Course code: SC235332 From: 23 - 27 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4675 € Euro

Introduction:

Stakeholder engagement is a critical aspect of successful project management and organizational effectiveness. This training program aims to equip participants with the knowledge and skills necessary to effectively identify, analyze, and engage stakeholders to achieve project success and organizational goals.

Objectives:

- Understand the concept and importance of stakeholder engagement.
- Learn techniques for identifying and analyzing stakeholders.
- Develop strategies for engaging stakeholders throughout the project lifecycle.
- Enhance communication and relationship-building skills.
- Apply stakeholder engagement principles to real-world scenarios.

Target Audience:

This training program is designed for project managers, team leaders, executives, and anyone involved in project implementation, management, or decision-making processes within an organization. It is suitable for both novice and experienced professionals seeking to improve their stakeholder engagement skills.

Outlines:

Day 1:

Understanding Stakeholder Engagement

- Introduction to stakeholder management
- Importance of stakeholder engagement in project success
- Stakeholder identification techniques
- Stakeholder analysis tools and frameworks

Day 2:

Effective Communication and Relationship Building

- Communication strategies for engaging stakeholders
- Building trust and credibility with stakeholders
- Handling difficult stakeholders and conflicts
- Case studies and group discussions

Day 3:

Stakeholder Engagement Strategies

- Developing stakeholder engagement plans
- Tailoring engagement strategies to different stakeholder groups
- Stakeholder mapping and prioritization
- Measuring and evaluating stakeholder engagement effectiveness

Day 4:

Practical Application and Implementation

- Integrating stakeholder engagement into project management processes
- Role-playing exercises and simulations
- Feedback and reflection on stakeholder engagement experiences
- Best practices and lessons learned

Day 5:

Stakeholder Engagement in Action

- Guest speakers or panel discussions on real-world stakeholder engagement challenges and solutions
- Workshop sessions for participants to apply learned concepts to their own projects
- Action planning: Developing individual or team stakeholder engagement action plans
- Closing remarks and program evaluation

Registration form on the Training Course: Stakeholder Engagement

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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