



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>STAKEHOLDER RELATIONSHIP MANAGEMENT</b>
Date	<b>20 &amp; 21 August, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Good stakeholder relationships are one of the key tools in achieving strategic organisational goals. These relationships form the basis for building social capital and can take you and your organisation to new heights. As public relations professionals, developing an effective stakeholder relationship management strategy within a company is an invaluable skill because it will maximise the value that each stakeholder carries.**



Before this can be done however, it is important to correctly identify what a stakeholder is and pinpoint where they fit into the overall equation. It is also important to know how to effectively operate in both external and internal environments to create favourable relationships. Understanding the various concepts relevant to the discipline of stakeholder relationship management allows for a thorough and comprehensive stakeholder relationship management strategy to be drawn up.

### The workshop will focus on the following:

- Defining stakeholders
- What stakeholder relationship management is
- Stakeholder mapping
- Linking stakeholders to current organisational issues
- Risk management with regard to stakeholders
- Drawing up a stakeholder relationship management strategy.

Once the above is understood you will be ready to engage and implement the most important aspects of stakeholder relationship management. It will ensure that you are better equipped to plan and implement public relations and communication strategies by applying the stakeholder