

# STAKEHOLDER REGISTER

Stakeholders are an individual, group or organization who may be affected by or perceive itself to be affected by the event. Stakeholders help define the requirements for the event to succeed. For the event to succeed, stakeholders need to be engaged appropriately in each phase of the event. Here is a sample list of stakeholders.

- Add any that aren't here for your event. For some, you may be more specific (e.g. which municipal or provincial government departments are stakeholders for your event)
- Delete any that may not apply.
- Move any that you believe need to be in another category.

Then ask yourselves, what do they expect/require from this event?

Finally, to help with the communications plan, decide whether the stakeholders need to be consulted before decisions are made or informed about decisions. Decision makers need to be consulted.

STAKEHOLDERS	WHAT THEY EXPECT/ REQUIREMENTS	INFORMATION THEY NEED	CONSULT	INFORM
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**D—Decision makers and those with authority to release resources**






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STAKEHOLDERS	WHAT THEY EXPECT/ REQUIREMENTS	INFORMATION THEY NEED	CONSULT	INFORM
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**E—People with energy to help or hinder the event**


