

## EFFECTIVE PROJECT COMMUNICATIONS & STAKEHOLDER MANAGEMENT

*"Mastering Project Communication and Stakeholder Engagement for Project Success"*

### Schedule

Date	Venue	Fees (Face-to-Face)
10 - 14 Aug 2026	Kuala Lumpur - Malaysia	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

This intensive course equips project professionals with the essential communication and stakeholder management skills required to drive project success. Participants will learn how to design effective communication strategies, manage stakeholder expectations, and address challenges that arise throughout the project lifecycle.

By integrating global best practices, the course ensures that attendees can improve team collaboration, strengthen stakeholder relationships, and enhance project outcomes through clear, consistent, and targeted communication.

### Objectives

By the end of this course, participants will be able to:

- Develop comprehensive project communication plans aligned with project goals.
- Identify key stakeholders and analyze their needs, expectations, and influence.
- Apply best practices for stakeholder engagement and relationship management.
- Use communication tools and techniques to enhance project transparency and trust.
- Address communication challenges and resolve stakeholder conflicts effectively.

## Why Attend

- Strengthen your ability to communicate complex project information clearly.
- Learn proven stakeholder engagement strategies used by leading organizations.
- Improve project outcomes through better collaboration and alignment.
- Enhance your leadership presence and influence in stakeholder interactions.
- Gain practical tools to manage project communication risks and issues.

## Target Audience

This program is designed for:

- Project managers and team leaders.
- Project coordinators and communication officers.
- Program and portfolio managers.
- Stakeholder engagement managers.
- Business analysts and project sponsors.

## Individual Benefits

Key competencies that will be developed include:

- Advanced project communication and presentation skills.
- Stakeholder mapping, analysis, and engagement techniques.
- Conflict resolution and negotiation capabilities.
- Improved decision-making through effective information flow.
- Stronger team collaboration and trust-building skills.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved project communication processes and outcomes.
- Enhanced stakeholder satisfaction and relationship management.
- Reduced risks from miscommunication and stakeholder conflicts.
- Increased team productivity and alignment with project goals.
- Strengthened organizational reputation through project success.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into communication frameworks, stakeholder management principles, and best practices.
- Case Studies - Real-world examples of successful and failed stakeholder engagement.
- Workshops - Hands-on exercises for communication planning, stakeholder mapping, and issue resolution.
- Peer Exchange - Group discussions on communication challenges and solutions.
- Tools - Practical templates for stakeholder analysis, communication plans, and project reports.

## MAWA EVENTS

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## Course Outline

**Detailed 5-Day Course Outline Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: Foundations of Project Communication and Stakeholder Management

- Module 1: Importance of Communication in Project Success (07:30 – 09:30)
  - The role of communication in projects.
  - Key elements of effective project communication.
  - Common communication challenges in projects.
- Module 2: Identifying and Analyzing Stakeholders (09:30 – 11:15)
  - Stakeholder identification and mapping.
  - Assessing stakeholder needs, expectations, and influence.
  - Prioritizing stakeholders for engagement.

### Day 2: Communication Planning and Strategy

- Module 3: Developing a Project Communication Plan (07:30 – 09:30)
  - Components of a communication plan.
  - Selecting appropriate communication channels and tools.
  - Establishing communication schedules and responsibilities.
- Module 4: Communication Styles and Techniques (09:30 – 11:15)
  - Adapting communication to different audiences.
  - Verbal, non-verbal, and written communication skills.
  - Using visual aids and storytelling for impact.

### Day 3: Stakeholder Engagement Best Practices

- Module 5: Building Strong Stakeholder Relationships (07:30 – 09:30)
  - Principles of stakeholder engagement.
  - Managing stakeholder expectations.
  - Building trust and credibility.
- Module 6: Managing Difficult Stakeholders (09:30 – 11:15)
  - Identifying potential conflicts.
  - Strategies for conflict resolution.
  - Negotiation techniques for alignment.

### Day 4: Tools and Techniques for Effective Communication

- Module 7: Using Communication Tools and Technology (07:30 – 09:30)
  - Project dashboards and reporting tools.
  - Digital communication platforms.
  - Managing virtual and distributed teams.
- Module 8: Monitoring and Controlling Project Communication (09:30 – 11:15)
  - Tracking communication effectiveness.
  - Handling communication breakdowns.
  - Adjusting plans based on feedback and performance.

### Day 5: Practical Application and Certification

- Module 9: Communication and Stakeholder Management Workshop (07:30 – 09:30)
  - Interactive exercises on communication scenarios.
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Stakeholder management simulations.

- Review of best practices.
- Module 10: Review, Assessment, and Certification (09:30 - 11:15)
- Summary of key learnings.
- Final Q&A and knowledge assessment.
- Certificate distribution and wrap-up.

### Certification

Participants will receive a Certificate of Completion in Effective Project Communications & Stakeholder Management, recognizing their advanced skills in managing project communication processes and stakeholder relationships to drive project success

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

#### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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