

Achieve CAPM® Exam Success:

A Concise Study Guide and Desk Reference

STAKEHOLDER REGISTER – CHAPTER 13

STAKEHOLDER REGISTER				
Stakeholder	Identification Information	Assessment Information	Stakeholder Classification	Communications Requirements
Sponsor: John Smith	Principal investor	Success is all objectives met	Internal supporter	High travel demands: email, phone
Susan Newby	Marketing SME; Smith deputy	Marketing goals shown by system stats	Committed participant	Locally available face-to-face, email & phone
Holly Berri	Web developer	Correct & timely site performance	Committed participant	Locally available face-to-face, email & phone
Mark Spinner	Advocate for music, musicians & customers	Acceptance by key audiences	Committed participant	Moderate travel, email, phone & active network with customers & vendors
Melody Ghosan	Project Manager	All stated project goals	Committed participant	Locally available, email, phone
Contract designer	As needed team member	Added “wow” to website	Temporary involved participant	Collaborative web presence
Contract programmer	As needed team member	Specialist in efficiency & security	Temporary involved participant	Collaborative web presence
Contract QA	As needed team member	Specialist in validation of operational readiness	Temporary involved participant	Collaborative web presence
US customers	Customer Focus group participants	Opinion research & purchase value	Target customer demographic	Collaborative web presence
Global customers	Customers Focus group participants	Opinion research & purchase value	Target customer demographic	Collaborative web presence
Musician vendors	Customers	Profitable sales increase	Specific target customers	Individual communications requirements
Concert vendors	Customers	Profitable sales increase	Specific target customers	Individual communications
Apparel vendors	Customers	Profitable sales increase	Specific target customers	Individual communications
Musical instrument vendors	Customers	Profitable sales increase	Specific target customers	Individual communications
Intermedia conversion vendors	Customers	Profitable sales increase	Specific target customers	Individual communications