

STAKEHOLDER MAPPING EXERCISE

Stakeholder Categories: attendees, sponsors, vendors, media, internal team, board members, community partners

(Low) Stakeholder Interest **(High)**
How much they care about your organization/event outcomes

<p style="text-align: center;">“KEEP INFORMED”</p> <p style="text-align: center;">HIGH INTEREST + LOW INFLUENCE</p> <ul style="list-style-type: none"> • Care deeply but limited power to impact • Keep thoroughly updated and engaged • Can become advocates or vocal critics • Examples: Attendees, end users, community members, volunteers, small vendors 	<p style="text-align: center;">“KEY PLAYERS”</p> <p style="text-align: center;">HIGH INTEREST + HIGH INFLUENCE</p> <ul style="list-style-type: none"> • Your most critical relationships • Require regular engagement and collaboration • Keep highly satisfied and involved • Examples: Executive sponsors, major clients, key partners, primary funders, headline speakers
<p style="text-align: center;">“MONITOR”</p> <p style="text-align: center;">LOW INTEREST + LOW INFLUENCE</p> <ul style="list-style-type: none"> • Lowest priority for active engagement • Standard updates sufficient • Don't ignore, but don't over-invest time • Examples: General public, peripheral vendors, casual contacts, distant affiliates 	<p style="text-align: center;">“KEEP SATISFIED”</p> <p style="text-align: center;">LOW INTEREST + HIGH INFLUENCE</p> <ul style="list-style-type: none"> • Significant power but not highly engaged • Don't over-communicate, but stay on their radar • Can become problems if dissatisfied • Examples: Senior leadership (not directly involved), regulatory bodies, board members, major potential partners

(Low) Stakeholder Influence **(High)**
Their power to affect your organization/event success

STAKEHOLDER CRISIS MATRIX

Note: Stakeholders often MOVE during a crisis. Someone who is Low Interest/Low Influence in normal operations might become High Impact/High Influence during a crisis (example: local media, regulatory agencies, legal counsel).

<p>(High) <i>Crisis Interest</i> (Low) (Ability to impact crisis resolution and organizational reputation during)</p>	<p>“PRIORITY CARE”</p> <p>HIGH INTEREST + LOW INFLUENCE</p> <ul style="list-style-type: none"> • Heavily affected but limited ability to help resolve • Need frequent reassurance and support • Require empathetic, detailed updates • Examples: Event attendees, customers directly impacted, employees not on crisis team 	<p>“CRISIS PARTNERS”</p> <p>HIGH INTEREST + HIGH INFLUENCE</p> <ul style="list-style-type: none"> • Require immediate, detailed communication • Direct involvement in crisis response • Can significantly help or hurt resolution • Examples: Emergency response team, key clients affected, regulatory bodies, major media outlets
	<p>“STRATEGIC OBSERVERS”</p> <p>LOW INTEREST + LOW INFLUENCE</p> <ul style="list-style-type: none"> • Watching closely, can shape perception • Not directly affected but influence broader narrative • Need proactive briefings to maintain support • Examples: Board members, industry associations, future clients, strategic partners 	<p>“GENERAL UPDATES”</p> <p>LOW INTEREST + HIGH INFLUENCE</p> <ul style="list-style-type: none"> • Minimal direct impact or influence • Standard communication protocols sufficient • General public updates appropriate • Examples: General mailing list, peripheral vendors, casual contacts

(Low) *Crisis Influence* **(High)**

(How severely the crisis affects this stakeholder / How much they care during crisis)