

# IDENTIFY STAKEHOLDERS

A range of people and organisations will have an interest in your congress, but their interests will differ from each other and they should be involved appropriately for their role and interest in the design and development of the congress.

Stakeholders can be external, for example, from civil society, academia, government and the private sector. You may also have internal stakeholders from your own company, organization or board.



## STEP 1: BRAINSTORM STAKEHOLDERS

Do a brainstorm to identify possible stakeholders. Start by looking at colleagues, customers, vendors and partners, and then expand your inquiry to look at other actors such as the press and advocacy groups.



## STEP 2: EVALUATE STAKEHOLDERS

Evaluate your stakeholders and determine how they will be managed during the planning and execution of the congress. Grade their relevance from 1-5 (5 being extremely important, 1 being less relevant).



## STEP 3: FIND CONTACT INFORMATION

Create a list of the most relevant stakeholders (based on your evaluation) and find contact information for them. Now you have a list of stakeholders to share with us, so we will be able to advise you on how to approach your stakeholders in the best possible way.