

# Stakeholder Engagement Workshop



Current market trends show that organisations are becoming increasingly responsive to the role of stakeholders and not just shareholders. The complex web of stakeholders that most organisations work with makes stakeholder engagement an imperative and one that offers tremendous benefits.

These issues will be addressed during a one-day workshop being organised by Arabia CSR Network, the Region's leading training services provider and think tank. In the workshop delegates will be coached on the most important characteristics of stakeholder engagement, how to map stakeholders to the circles of interest and influence, what kind of factors influence effective consultation, how to manage a successful dialogue with different stakeholders and how to use stakeholder engagement as a tool for long term collaboration.

The workshop will focus on the following:

- Stakeholder Mapping
- Stakeholder Dynamics
- Stakeholder Theory
- Stakeholder Analysis and Engagement
- Stakeholder Dialogue
- Basic principles of Collaboration
- Prioritizing CSR issues

Who will this workshop be for?

All professionals working in the field of CSR, sustainability, communications, marketing in particular, as well as anyone that has a direct interaction with stakeholder constituencies.

Cost of the training:

**US\$ 600.00**

per participant

April 9, 2017  
9AM to 5PM

**Early bird discount:**

if you register 3 weeks prior to the training

**Group discount:**

if you register more than three participants from the same organisation

*Note: Participants can only avail one discount*



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For more details or to register  
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