

Engagement Strategy Checklist

1	What is the reason for holding a public meeting or engagement opportunity?
2	What do the stakeholders/audience want to know?
3	What do we want the the stakeholders/audience to know?
4	What are the the stakeholders/audience likely to get wrong?
5	What mis-information has already circulated? And accurate information?
6	What is NOT being addressed by this engagement/meeting/project?
7	Why are we evaluating this project/issue prior to engagement?
8	Why do we think stakeholders will be happy/upset?
9	Who is the target audience(s)? Start at question #2 for each.
10	What engagement format is best for each target audience type?
11	What drives or motivates each target audience? What do they value?
12	Are there internal & external champions that could be involved in the engagement?
13	Are there relationships to examine & reflect on among the audience/stakeholders?
14	How are we engaging the stakeholders and communicating the topic/issue?
15	How will each type of stakeholder receive the message? Was proper method chosen for each?
16	Are there particular engagement methods to use with each type to be most successful?
17	How are we gathering info on impacted audiences?
18	How can you plan for the unexpected?
19	What are your key messages?
20	Deterime the right person(s) to deliver message(s)
21	Deterimine how or if the audience will provide input on the message(s)
22	What can increase audience involvement or acceptance?
23	What communication methods will be used after the engagement?
24	How will unanswered questions during the meeting be handled, who will lead this?
25	Write a post engagement action plan, define who does what?
26	KEEP YOUR WORD on addressing and following up on feedback that is received.

Engagement Analysis

Project Name:

Issue:	Stakeholders Internal/External:
Background/Timeline:	Key Message, 27-9-3:
Worst Case Scenario of Stakeholder Reactions:	Feedback & Post-Engagement Communication Plan:

Other items to plan for: Room arrangement, deciding on/communicating meeting rules, use of a facilitator, media presence and use of public affairs staff.