



Presents:

Our FREE August Lunch Time Webinar Event!

“Engaging Your Stakeholders: Getting Communication Right “

with **Kupe Kupersmith**

Tuesday, August 9th @ Noon PST

Register at: [Engaging Your Stakeholders: Getting Communication Right](#)

Questions? Contact events@sacramento.iiba.org

Having an effective stakeholder communication plan starts with stakeholder analysis. The generally accepted definition of Stakeholder Analysis is “the work to identify the stakeholders who may be impacted by a proposed initiative and assess their interests and likely participation.” Sounds simple, right? Unfortunately, a stakeholder communication plan it isn’t that easy. This presentation covers an approach to consider the appropriate techniques to use for each stakeholder and stakeholder group and the best communication plan for each. Attendees will receive a Stakeholder Analysis Worksheet to enhance their own stakeholder analysis efforts.



Jonathan “Kupe” Kupersmith, President

Kupe Kupersmith, President, B2T Training, possesses over 18 years of experience in software systems development. He has served as the lead Business Analyst and Project Manager on projects in the Energy, television and sports management and marketing industries. Additionally, he serves as a mentor for business analysis professionals. Kupe is a Certified Business Analysis Professional (CBAP®).

Kupe is the co-author of Business Analysis for Dummies and is a requested speaker.

Being a trained improvisational comedian, Kupe is sure to make you laugh while you’re learning. For a feel for Kupe’s view on business analysis topics check out his blog on BA Times. Kupe is a connector and has a goal in life to meet everyone!