

Media LINK - Stakeholder Engagement



Stakeholders are commonly divided into three groups; equity stakeholders who actually own part of the business; economic stakeholders with an indirect interest such as employees and customers; and “influencer” stakeholders such as the media, government and NGOs.

In sum, the term refers to any group or individual who can affect or is affected by the organisation.

At MediaLINK, we show clients how to “weight” the importance of various stakeholders, then predict what they could do to the organisation, charted against how strong and concerned they are.



Naturally, powerful, worried stakeholders deserve a lot of attention.

We will help you to build stakeholder engagement plans for the top risks which have been identified for your company. You will understand how to rank your stakeholders and then map out strategies for engaging with them.

MEDIALINK: HELPING YOUR COMPANY PREVENT A DRAMA TURNING INTO A CRISIS

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LINK. Specialists in risk management for over 21 years.