

# Stakeholder Mapping

## for Awareness Raising Conferences

### Purpose

Identify, group, and engage the key actors who should be part of your awareness-raising conference. Clear mapping helps build relevance, strong dialogue, and long-term collaboration.

### Step 1 – Define the core theme

- What is the main focus of your conference?
- Which sectors are most affected?
- Which groups can bring solutions or influence?

### Step 2 – Stakeholder categories

Use broad categories to start mapping:

- **Public Authorities** – cities, regions, national bodies.
- **Business & Sector Organisations** – industry associations, suppliers, event companies.
- **Researchers & Experts** – universities, knowledge centres, think tanks.
- **Cultural & Creative Actors** – artists, musicians, cultural organisations.
- **Civil Society & Activists** – NGOs, grassroots groups, volunteer networks.
- **End Users / Audience** – citizens, festival visitors, local communities.

### Step 3 – Identify key players

For each category, list:

- Organisation / Name
- Role or influence (decision-maker, expert, connector, funder, communicator, etc.)
- Level (local, regional, national, international)
- Contact person

### Step 4 – Analyse influence and interest

Create a simple matrix:

- **High influence / high interest** – key partners, priority for engagement.
- **High influence / low interest** – need motivation, show relevance.
- **Low influence / high interest** – good supporters, build momentum.
- **Low influence / low interest** – inform, but low priority.

### Step 5 – Engagement strategy

For each group, define:

- **Before event** – invite, prepare, align expectations.
- **During event** – panels, workshops, networking, pledge signing.
- **After event** – follow-up emails, newsletters, surveys, joint projects.

### Step 6 – Documentation

- Keep one living document (Excel, online table, or visual map).
- Update after each contact.
- Share simplified version with partners to ensure alignment.

### Tips

- Start broad, then prioritise.
- Aim for balance across public, private, cultural, and civic voices.
- Keep smaller events simple: focus on local champions and communities.
- Use visuals (stakeholder map diagram) to show gaps and strengths.