



**Guest Presenter:**

*Dr. Lynda Bourne*

**Topic:**

*Why is stakeholder Management so difficult?*

**Date:**

*Friday 23 April 2010*

**Cost:**

*\$99.00 + GST per person*

**Venue:**

*The Garden Room*

*Level 1*

*Crown Towers*

*8 Whiteman Street*

*SOUTHBANK VIC 3006*

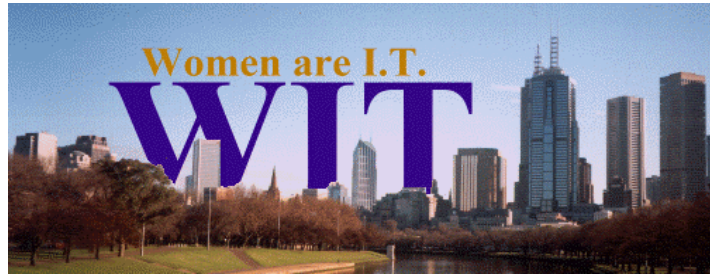


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[www.witwomen.org.au](http://www.witwomen.org.au)



*Why is stakeholder management so difficult?*

The Women are IT network is very pleased to invite you to our next networking event. This invitation is being offered to men and women, members and non-members alike.

*Topic: Why is stakeholder management so difficult?*

Success is a perception. Projects can be 'on time' and 'on budget' and still considered failures. Conversely, they can be over budget, delivered years late and considered successful. The same is true for any business or ICT initiative ranging from a major organisational change through to routine maintenance work.

In most cases, success or failure depends on the perceptions of important stakeholders. If they believe their expectations were met, they will perceive the project as a success, if not they will perceive the project a failure. Given that unrealistic expectations are unlikely to be fulfilled; communicating effectively with the important stakeholders, so their expectations can be both managed and met is central to creating a successful outcome. In this context, communication is a complex two way process embedded within the overall relationship between your team and its stakeholders, on their own standard reports are not enough.

During today's presentation Lynda will describe what really happened when Heathrow Terminal 5 opened to the public and 35,000 bags were lost..... She will use this example to illustrate the importance of knowing who the *right* stakeholders are at any time throughout the life of a project and show how to engage with them using effective communication practices and the **Stakeholder Circle**® methodology. Once engaged, the stakeholders will help you create a successful outcome.

*About Dr Lynda Bourne*

**Dr Lynda Bourne DPM, PMP, FAIM** is an award winning consultant and trainer with over 25 years industry experience as an executive, senior project manager and management consultant primarily working in the ICT sector. She works with organisations assisting them to improve communication and relationships between senior managers, teams and other stakeholders; to successfully implement business strategy through projects and programs.

Lynda is the 2010 President of PMI Melbourne, and is a recognised international author, speaker and seminar leader on the topic of stakeholder management and the **Stakeholder Circle**® methodology and has presented at conferences in America, Europe, Russia, Asia, New Zealand and Australia. She has published papers on project relationship management, communications, the **Stakeholder Circle**®, developing project managers and implementing successful PMOs. Her book *Stakeholder Relationship Management* was published in September 2009.

**Format:**

- 12:00 Welcoming glass of champagne
- 12.30 Serving of lunch commences
- 13.15 Guest Presenter - Dr Lynda Bourne
- 13:45 Questions and general discussion
- 14:30 Relax, network and enjoy the company of your guests and colleagues

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"Women are I.T" is a non profit organisation providing a framework upon which women in Information Technology can extend their network and expand their knowledge in an environment, which encourages open conversation and debate."

Comments and enquiries for this event can be directed to  
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