

## Useful Links Update – July 2017

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*“Useful Links Update” is a regular update produced by the Stakeholder Engagement Focus Group, part of the APM People SIG. The aim is to share links to tools, developments and forthcoming events that may be of interest or help to address your stakeholder engagement questions. If you have a stakeholder related event or publication that you would like to share, please contact us: [SEFG@apm.org.uk](mailto:SEFG@apm.org.uk)*

### Blogs

#### **Five ways to make project reporting an effective stakeholder engagement tool**

<https://www.apm.org.uk/blog/five-ways-to-make-project-reporting-an-effective-stakeholder-engagement-tool/>

Are you in danger of your project reporting becoming a tick box exercise? A thankless task? At worse, a sedative for its readers! Fran Bodley-Scott offers some useful insights and ideas for making this important activity work for you and your project stakeholders.

### Courses

#### **Distance Learning programme in Commercial Management**

<http://www.rics.org/uk/training-events/e-learning/distance-learning/commercial-management--infrastructure-programme/online/>

This RICS course teaches the fundamentals of the Commercial Manager role. Giving a crucial insight into the Infrastructure world, including a deeper understanding of the main stakeholders and stakeholder groups.

### News and Opinion

#### **Building and asset on the APM website: SEFG**

<https://www.apm.org.uk/news/building-an-asset-on-the-apm-website-stakeholder-engagement-focus-group/>

What has recently surprised the Stakeholder Engagement Focus Group is the growing volume of web interest in this topic. Here is a summary of the traffic and changes that are being made to the group’s pages on the APM website. The revised pages and additional resources can be accessed once the pages go live later this month.

Why not bookmark our landing page? <https://www.apm.org.uk/resources/find-a-resource/stakeholder-engagement/key-principles/>

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### Books

#### Stakeholder-led Project Management

[https://www.amazon.co.uk/dp/B01LWND3BJ/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.co.uk/dp/B01LWND3BJ/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)

Louise Worsley explores the literature around business analysis and change management revealing the focus is now much more on engagement, collaboration, and communication. This recently published book gives a stakeholder-centric analysis of projects and explains which engagement models are relevant to different types of projects - from simple office moves to IT solutions.

### Events

#### Improving the effectiveness of communications webinar

<https://www.apm.org.uk/event/improving-the-effectiveness-of-communications-webinar/>

**The date of this event is 11 July 2017**

Stakeholder communications can be challenging. However there are tools that can help to bring order and clarity to the process, enabling you to plan and deliver effective communication. The Government Communication Service (GCS) supports the work of 25 UK ministerial departments, 21 non-ministerial departments and over 300 agencies and other public bodies. The purpose of the GCS is to deliver world-class public service communications. In this webinar, Jessica Pearce will talk about the approach used by government communicators to plan and deliver excellent stakeholder and internal communications campaigns.

### Websites

#### Crossrail

<http://www.crossrail.co.uk>

Established in 2001, Crossrail is the company set up to build the new railway that will be known as the Elizabeth line when it opens next year. Ahead of its opening, here is their comprehensive 'stakeholder communication' website. Interesting topics highlight the architectural thought being expressed in the stations' architecture and the wealth of archaeology unearthed during the 21 kilometers of excavation under London.