

Fest - February 18, Stakeholder Analysis				
Stakeholder	Interaction/Interest in Event	Priority	Possible conflicts and risk	Risk Minimization
Convention Visitors Bureau	Promote brand	High	Poor Attendance or lack of interest	Effective marketing campaign
City	Coordinated efforts	High	Event coordinator planned poorly	Communicate event plans and logistics early in the planning process.
City permit planning process	Event permit approver	Medium	Poorly planned event	Submit permits early, communicate event plans and logistics through planning process.
City City Council	Political recognition	Medium	Mismanagement of event, poor PR	Utilize experienced and qualified planning and implementation team
University	Promote brand	Medium	Damage to image/brand	Protect the brand, same as agency. Communicate the sponsor ROI to minimize expectations.
Police Department	Traffic control and event safety	High	Poor traffic circulation plan and poor risk assessment	Communicate event plans and logistics through regular meetings and designate a point person.
Fire Department	Event EMS services	High	Protocols not adhered to during event	Train staff, volunteers and vendors with defined protocol. Communicate event plans and logistics through regular meetings and designate a point person.
Sports team 1	Promote brand	High	Damage to image/brand	Protect the brand, communicate aggressively with their designated staff
Sports Team 2	Promote brand	High	Damage to image/brand	Protect the brand, communicate aggressively with their designated staff
Sponsor 1	Promote brand	High	Damage to image/brand	Protect the s brand, communicate aggressively with their designated staff
Sponsor 2	Promote brand	High	Damage to image/brand	Protect their logo, communicate aggressively with their designated staff
Local merchants , business district	Increase in local pedestrian traffic	High	Short term increase and impacts regular operations	Promote the local business district
Chamber of Commerce	Increase in local business traffic	Medium	Short term increase and impacts regular operations	Promote the business and tourism through ensuring they are well informed of event.
Sponsor 3	Promote the new launch of the development	Medium	Poorly attended and promoted event	Communicate events details and purpose, effectively promote the event
Housing Developers	Promote the housing development boom	Low	Lack of interest for attendees interest in moving to area	Provide their designated representative promotional materials

Media partners (print, TV, cable)	Provides content for their media outlet	Medium	Negative promotion	Promote the local and regional benefits of promoting the event in a positive twist.
Community members	Entertainment and social experience	High	Disruption of their regular routine and event does not meet hype	Provide extensive community outreach and promotion early in process.
Vendors (food, info, commercial)	Provision of food, info, product	Medium	Not enough product	Ensure they are aware of laws that govern distribution of food, info and promotion to public venues
Sponsors	Positive branding experience	High	Damage to image/brand	Protect the sponsor brand, same as agency. Communicate the sponsor ROI to minimize expectations.