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COURSE BROCHURE

# AI-Driven Stakeholder Engagement Training Course

7 – 11 December 2026
Casablanca

**jupiterprime.uk**

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

# AI-Driven Stakeholder Engagement Training Course

**Ref:** 49_1232 **Date:** 7 – 11 December 2026 **Location:** Casablanca **Fees:** 4900 GBP

AI-Driven Stakeholder Engagement is a 1-week training course for stakeholder engagement managers, communications leads, project managers and public affairs officers that ends with an AI-supported engagement plan for one live initiative. Consultations, social channels and community meetings now generate more comments than people can read, and language models can sort, summarise and route them within hours. Jupiter Prime Training runs this AI-Driven Stakeholder Engagement course for engagement professionals.

## Why AI-Driven Stakeholder Engagement Matters Now

Three forces shape AI-driven stakeholder engagement today: rising volumes of feedback from digital consultations and social platforms, communities and investors who expect to see how their views changed a decision, and growing scrutiny of how organisations use personal data and automated profiling. An organisation that applies AI carefully can hear quieter voices, respond faster and show a clear audit trail of influence; one that applies it carelessly risks biased summaries, privacy complaints and lost trust. The course draws on ISO/IEC 42001 for responsible AI management and the NIST AI Risk Management Framework NIST AI RMF for judging impacts on affected groups.

## Who Gains Most from AI-Driven Stakeholder Engagement

- Professionals who identify, prioritise and maintain relationships with communities, investors and partners
- Leads who shape messages and channels for announcements, campaigns and issues
- Managers who run consultations on infrastructure, policy or organisational change
- Officers who monitor public sentiment and brief senior leaders on reputational exposure
- Specialists responsible for consent, privacy and fairness in engagement records

A project or corporate affairs function gains most when its engagement, communications and data protection members attend together and agree how AI may touch stakeholder records.

## AI-Driven Stakeholder Engagement Capabilities

Participants learn to let models do the heavy reading of stakeholder input while people keep judgement over tone, priority and response.

- Build AI-assisted stakeholder maps that update influence and interest scores — engagement leads
- Apply sentiment and topic models to consultation responses — project sponsors and decision panels
- Test summaries for missing voices and model bias — community representatives
- Design personalised messages without crossing consent limits — privacy officers
- Specify transparency notices that explain AI use to stakeholders — legal and communications teams
- Communicate how feedback changed a decision with traceable evidence — boards and regulators

## Key AI-Driven Stakeholder Engagement Terms

- Stakeholder salience — the weight a stakeholder carries, judged by power, legitimacy and urgency of their claims.
- Sentiment analysis — automated scoring of text as positive, negative or neutral towards a topic or organisation.
- Topic modelling — a technique that groups large sets of comments into recurring themes without reading each one manually.
- Consultation analytics — structured processing of feedback to show themes, frequency, geography and change over time.
- Consent management — recording what each person agreed to, so data use and messaging stay within those limits.
- Feedback loop report — a document showing stakeholders what they said and how it influenced the outcome.

## AI-Driven Stakeholder Engagement Day by Day

## Day 1: The Changing Engagement Landscape

- Stakeholder Salience Model — Who Shapes the Initiative's Licence to Operate
- Digital Consultation Channels — Volume, Reach and Representativeness
- Generative AI in Communications — Opportunities and Credibility Risks
- Engagement Maturity Assessment — Current Practice Against Expectations
- Sector Cases From Energy and Healthcare — Lessons on Trust

## Day 2: AI-Assisted Stakeholder Mapping

- Entity Extraction From News and Reports — Spotting Emerging Stakeholders
- Network Analysis of Relationships — Finding Brokers and Coalitions
- Influence and Interest Scoring — Prioritising Engagement Effort
- Stakeholder Relationship Platform Data — Keeping Profiles Accurate
- Issue Radar Dashboard — Early Warning on Contentious Topics

## Day 3: Listening at Scale

- Sentiment Scoring of Comments — Tracking Mood Across Groups
- Topic Modelling of Consultation Responses — Themes for Decision Panels
- Large Language Model Summaries — Checking Accuracy and Omissions
- Representativeness Checks — Hearing Under-Heard Voices
- Human Coding Samples — Validating Model Outputs

## Day 4: Responsible Personalisation and Transparency

- Audience Segmentation for Messages — Relevance Without Manipulation
- Consent Management Records — Lawful Use of Contact Data
- AI Disclosure Notices — Telling Stakeholders When Models Are Used
- NIST AI RMF Impact Mapping — Harms to Affected Communities
- ISO/IEC 42001 Roles and Records — Accountability for Engagement Models

## Day 5: Practising the AI-Supported Engagement Plan

- Salience Scores From Days 1 and 2 — Priority Stakeholder Groups
- Listening Method From Day 3 — Consultation Analysis Design
- Consent and Disclosure Controls From Day 4 — Safeguards Section
- Feedback Loop Report Template — Showing Influence on Decisions
- AI-Supported Engagement Plan — Sponsor-Ready Plan for One Initiative

## Applying AI-Driven Stakeholder Engagement After the Course

- Run topic modelling and sentiment scoring on the last consultation or survey, then compare results with a human-coded sample to check accuracy.
- Draft an AI disclosure notice and consent checklist for the next public announcement or community engagement round.

## AI-Driven Stakeholder Engagement Questions FAQ

### What is AI-driven stakeholder engagement and why does it matter now?

AI-driven stakeholder engagement is the use of language and analytics models to map stakeholders, analyse feedback and tailor communication. It matters now because feedback volumes outgrow manual reading, while stakeholders expect transparency about how their views and data are used.

### Which roles gain most from AI-driven stakeholder engagement training?

Stakeholder engagement managers, communications leads, project managers and public affairs officers gain most. Privacy and data protection staff also benefit, since they set the consent and disclosure limits that AI-supported engagement must respect.

## How does AI-driven stakeholder engagement differ from a general stakeholder management course?

It adds machine methods to classic engagement practice. You work with sentiment scoring, topic models, network analysis and consent records, and test their outputs for bias, rather than relying only on workshops and manual stakeholder registers.

## What do you bring back from AI-driven stakeholder engagement training?

You bring back an AI-supported engagement plan for one live initiative. It sets priority groups, listening methods, consent and disclosure safeguards and a feedback loop report ready for your project sponsor.

## AI-Driven Stakeholder Engagement: The Way Forward

The AI-supported engagement plan informs the first engagement decision: which groups to reach and how their input will be analysed. Engagement leads, communications teams and privacy officers use it to align channels and safeguards. After the first consultation round, revisit representativeness checks and disclosure wording, as real responses often reveal groups and concerns the plan missed.