

Projects & Events

Ayman Etman | Student Development AUC



Project Definition

- What's a project??
- Many definitions and depends on who you ask... but the simplest is:
- "A temporary endeavor undertaken to create a unique product or service."



Project Characteristics

- What differentiates projects are the following:
- Project organization/Management processes are unique
- Uniqueness of work
- Objectives are Unitary



Types of Projects

- Civil engineering, construction....
- Manufacturing projects
- Management projects
- Research projects

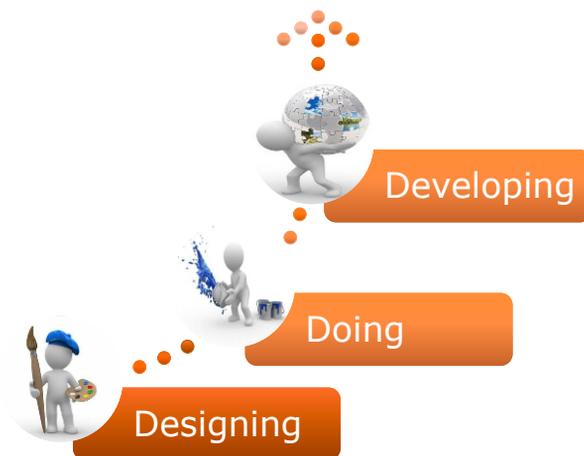


What is Project Management

"The overall planning, coordination & control of a project from initiation to completion aimed at meeting a client's requirements in order to produce a functionally & financially viable project that will be completed on time within authorized cost & to the required quality standards."

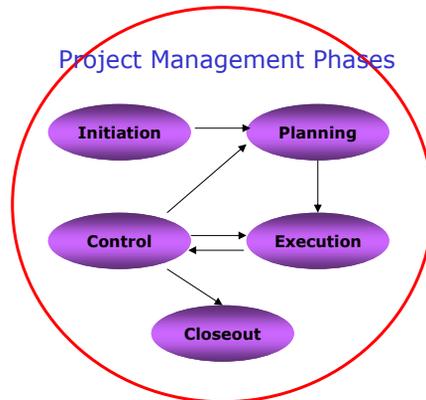


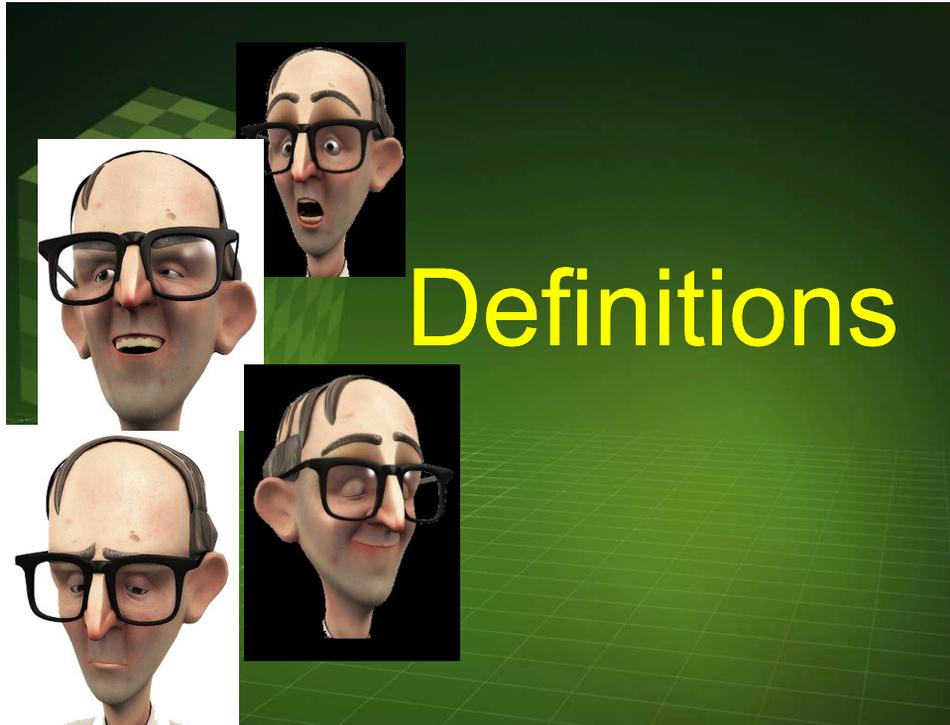
Stages of Project Management



Stages of Project Management

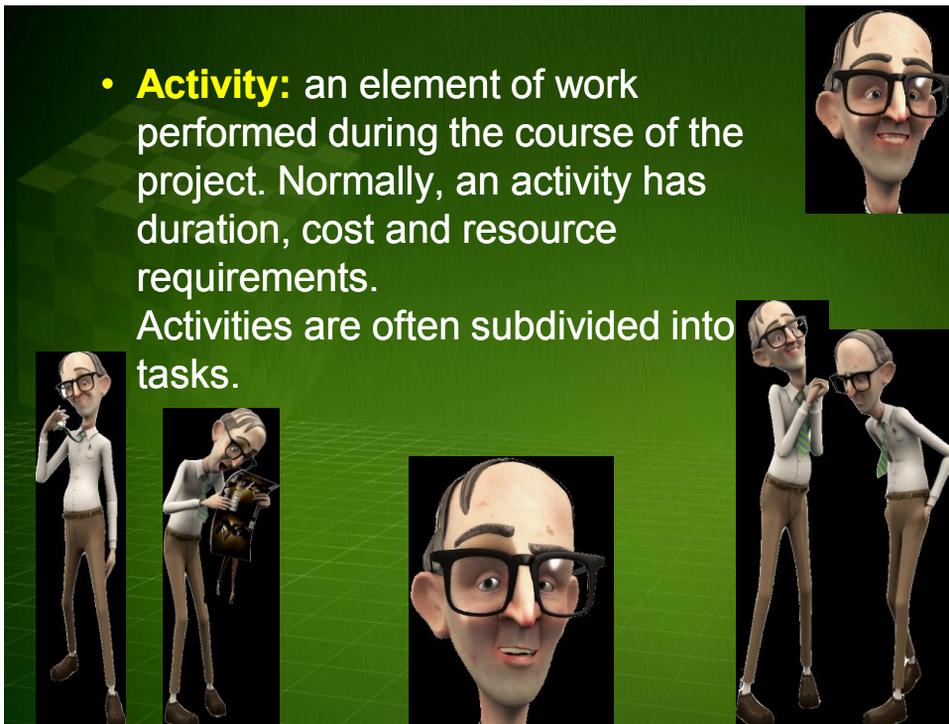
- Different view of a project life-cycle





- **Activity:** an element of work performed during the course of the project. Normally, an activity has duration, cost and resource requirements.

Activities are often subdivided into tasks.



- **Milestone:** a significant event in the project, usually a completion of major deliverable or phase. Milestone may have a collection of logically related project activities.



- **Project network diagram:** a schematic display of the logical relationships of project activities



- **Logical relationships:**

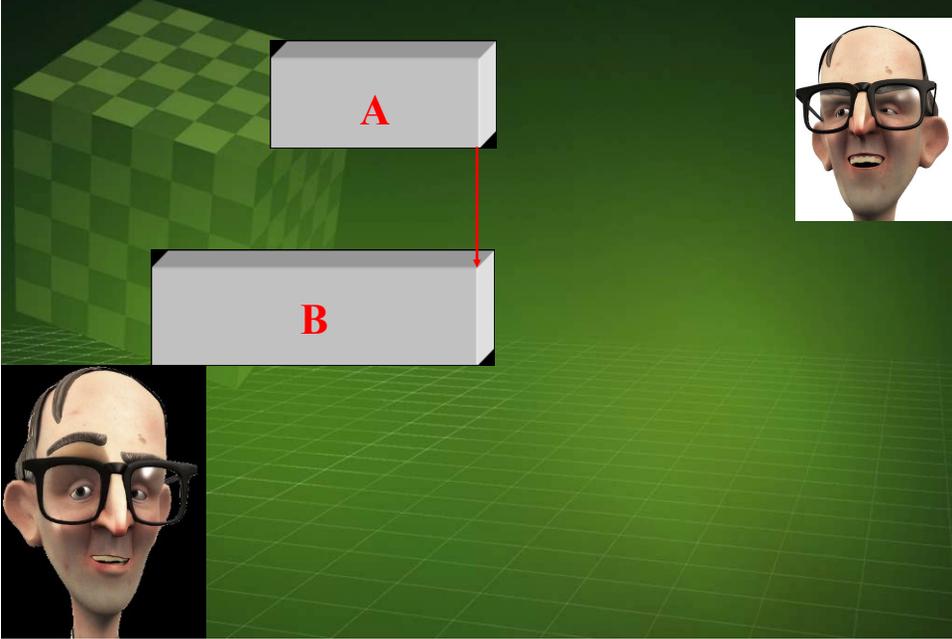
a dependency between two project activities. There are four possible relationships



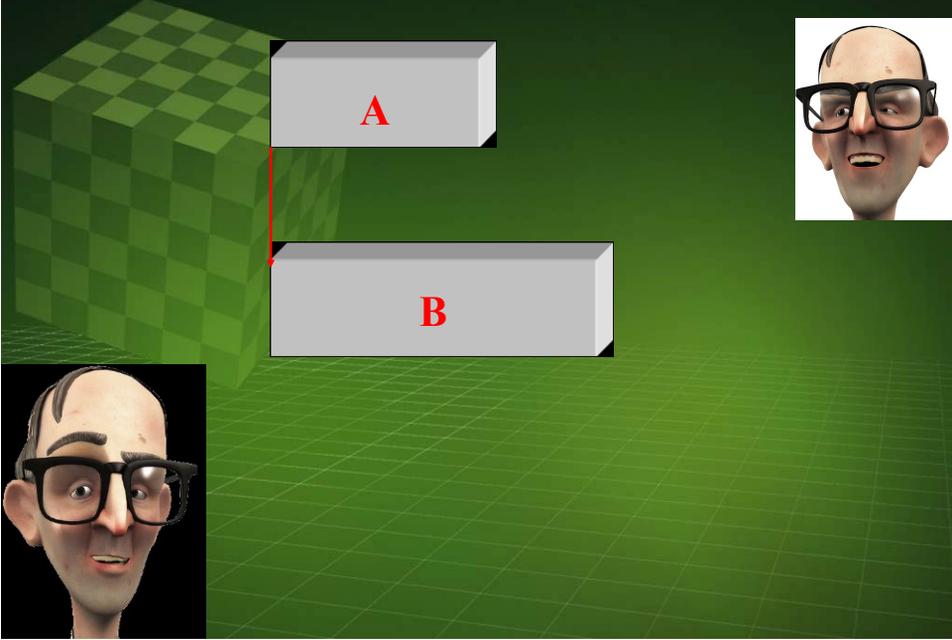
Finish – To - Start



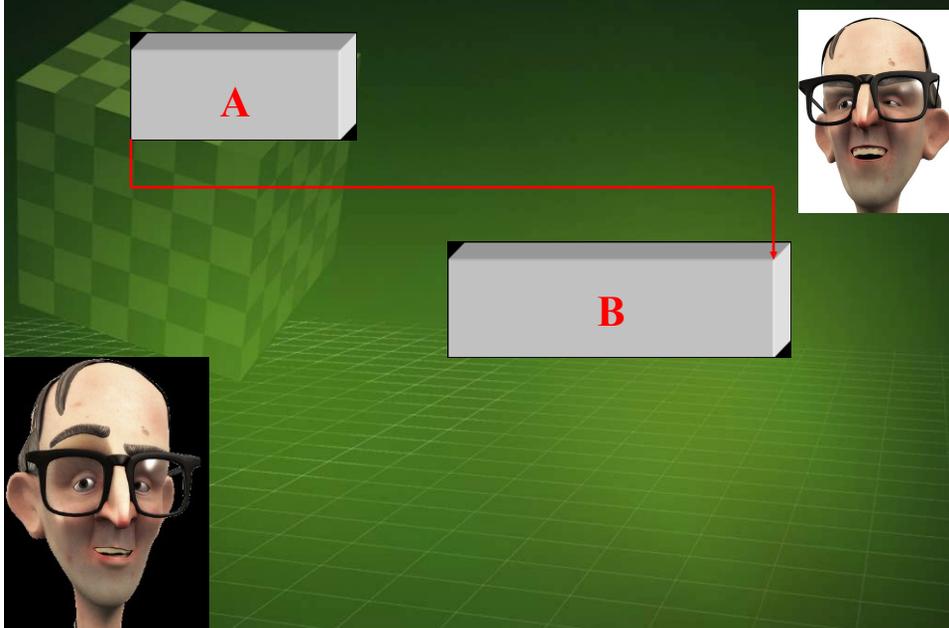
Finish – To - Finish



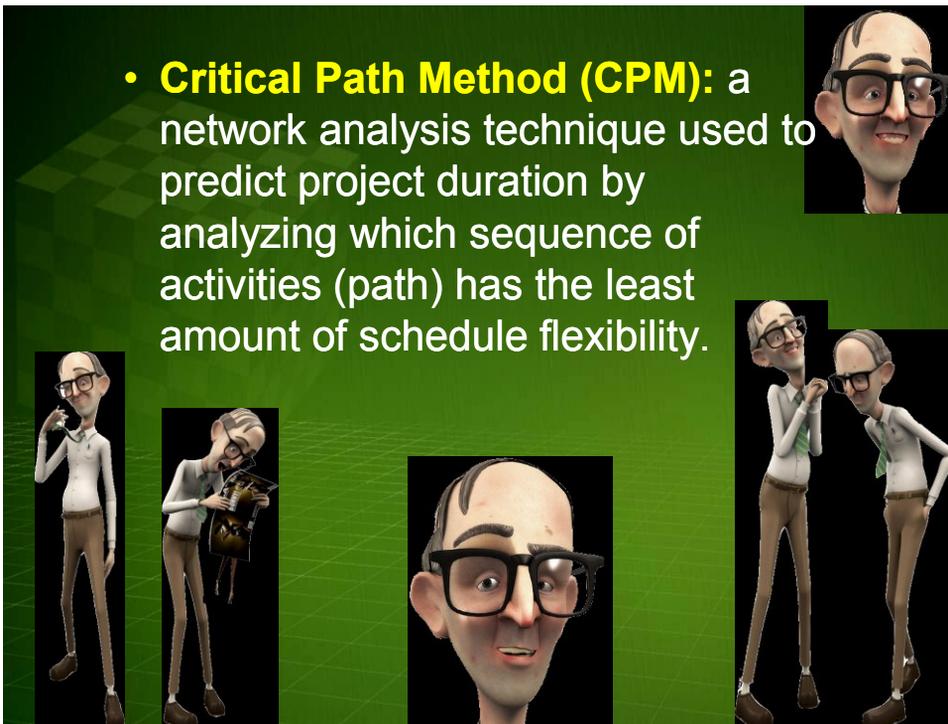
Start – To - Start



Start – To - Finish



- **Critical Path Method (CPM):** a network analysis technique used to predict project duration by analyzing which sequence of activities (path) has the least amount of schedule flexibility.



- **Critical path:** in a project network diagram, the series of activities that determines the earliest completion of the project. (the longest path)



- **Critical activity:** an activity on the critical path.



- **Float:** the amount of time that an activity can be delayed without delaying the project finish date.



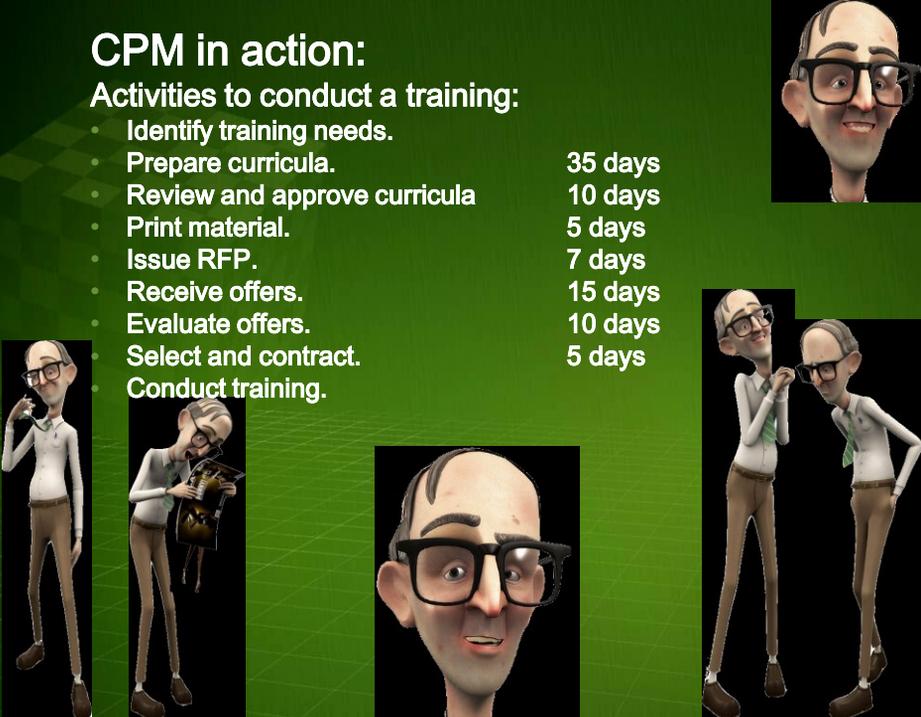
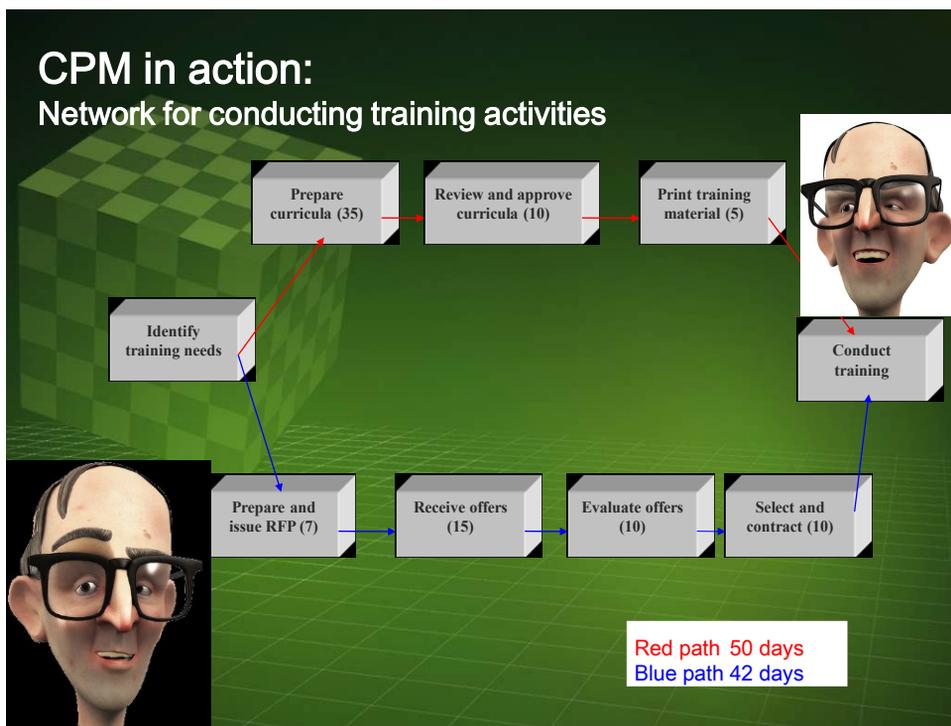
- **Bar Chart (Gantt Chart):** a graphic display of schedule related information

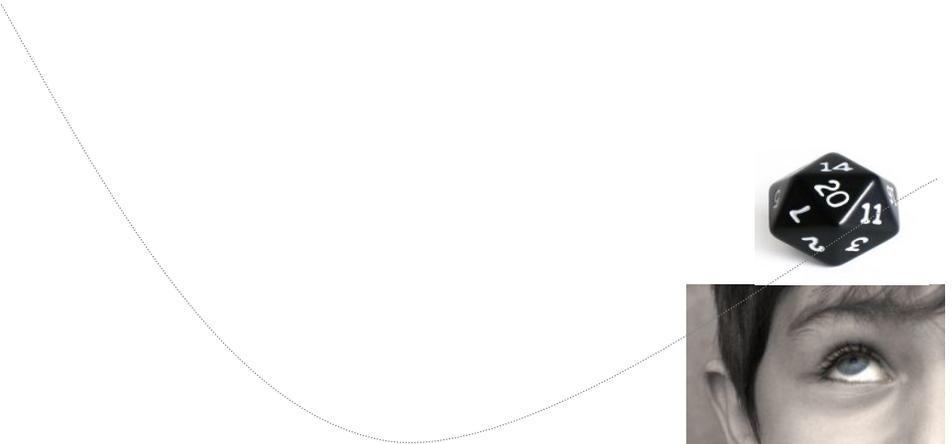


CPM in action:

Activities to conduct a training:

- Identify training needs.
- Prepare curricula. 35 days
- Review and approve curricula 10 days
- Print material. 5 days
- Issue RFP. 7 days
- Receive offers. 15 days
- Evaluate offers. 10 days
- Select and contract. 5 days
- Conduct training.



Meeting & Events

Ayman Etman



Our Agenda

- Introduction
- Basic Definitions
- Goals
- Planning for events
- Events / Meetings
- Meeting rooms settings
- Action plans
- Check lists



**To Meet or
Not to MEET**



What is a meeting?

- “a formally arranged gathering”
- “the social act of assembling for some common purpose”
- “In a meeting, two or more people come together, in particular to have discussions, often in a formalized way”
- “An assembly of members gathered to conduct business during which there is no separation of the members except for a short periods”



What is a Conference?

- “a prearranged meeting for consultation or exchange of information or discussion (especially one with a formal agenda)”
- “league: an association of sports teams that organizes matches for its members”
- “a discussion among participants who have an agreed (serious) topic”
- “meeting of an official body, especially a court or legislature”
- “A meeting of two or more people to discuss a common concern”.



What is an Event?

- “something that happens at a given place and time”
- “a special set of circumstances”
- “Summits, symposia, or conferences with current or potential customer invitees, focusing on content designed to improve sales or customer relations with this or a related audience/market group”
- “Any race or series of races in a given stroke or distance. For competition limits, one event equals one preliminary or one preliminary plus its related final or one timed final”



Ask Yourself “Check list – plan ”

- **Why**
 - What is my objective
 - Is the purpose clear
 - Why we are doing this meeting
- **Who**
 - Formal
 - Informal
 - What special preparation needed
 - How we will communicate with them
 - What is the number of the attendees
 - Do all attendees need to attend all the meeting
 - How people will set
- **Where**
 - Internal
 - External
- **How**
 - How I will arrange it
 - How much will the meeting cost
- **When**
 - Dates
 - Is the timing Right



SMART Goals

- Specific: Spell out each goal in detail.
- Measurable: You need to evaluate success.
- Adaptable: Goals need to respond to what's happening in your life.
- Realistic: Blue sky, but be real!
- Timely: Put a deadline on each goal.



- NOW Lets Write Down Our EVENT Goals
- Lets set our Personal Goal



Activity

- In groups , think about successful & unsuccessful events that you organized including :
- How the events was planned
- Communication methods used
- Reasons behind different outcomes



What is planning

- Defining goals
- Establishing a Strategy for achieving goals
- Developing a set of plans to integrate and coordinate activities
- Concerned with both ends and means
- Includes resources allocations & schedules
- Can be formal or informal



Why do we plan?



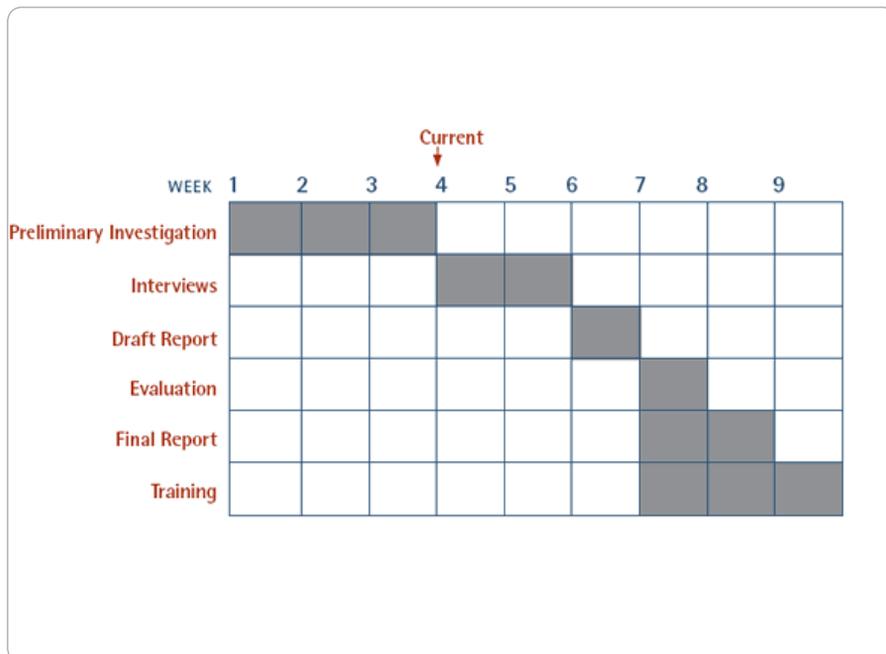
Planning tools

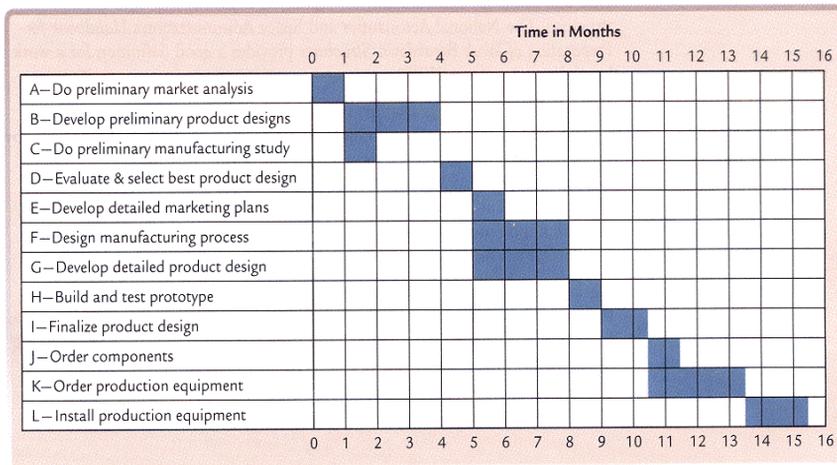
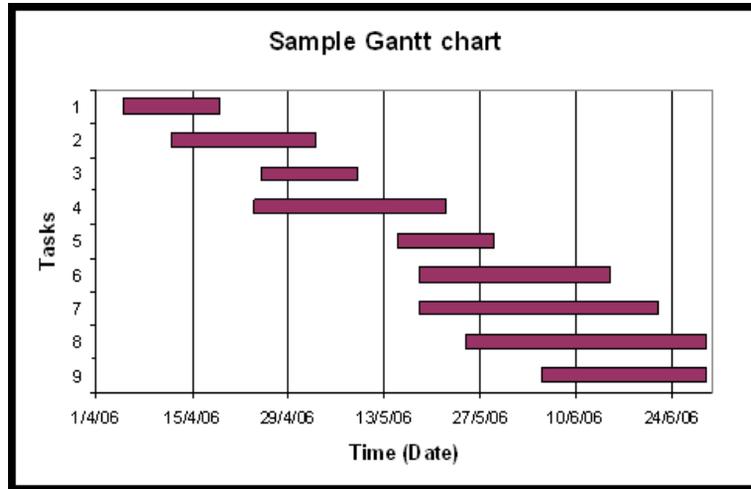
- Gantt Charts

- A bar graph showing actual and planning output over a period of time.
- Simple but important device detailing easily activities to be done ,the order , time allocated.
- Control tool to show deviations from plans .
- Assess whether activities are ahead of , behind or on schedule.

Time sheets

- Action plans / Check lists





Work Breakdown Structure (WBS)

- What is it??....
- “Is a deliverable oriented grouping of project components that organizes and defines the total scope of the project”.

WBS is the FOUNDATION of the project!!

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Work Breakdown Structure (WBS)

A WBS:

- Is a graphical picture of the hierarchy of the project
- Identifies all the work to be performed
- Is the foundation on which the project is built
- Is VERY important
- Forces you to think through all aspects of the project
- Can be re-used for other projects
- Is an output of scope definition

**Anything not in the WBS
is not in the project**

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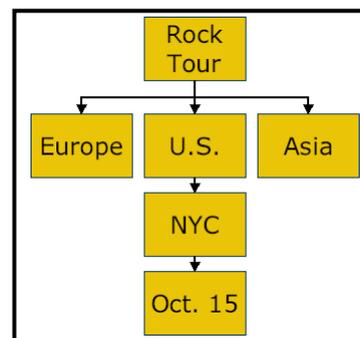
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Work Breakdown Structure (WBS)

How should I break down the project??

- **By geographically separated areas for product or activities**
- **By major chronological time periods**
- **By structural, process, system, or device components**
- **By "intermediate" deliverables required in the production of the "end" deliverables**
- **By separate areas of responsibility, departments, or functional areas**



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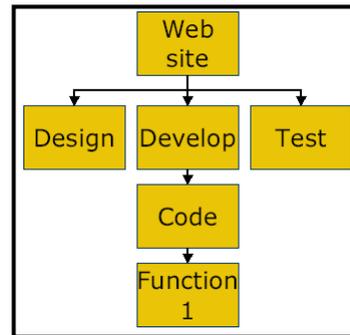


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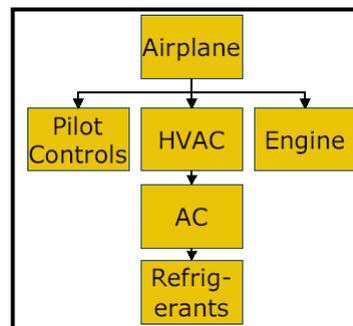


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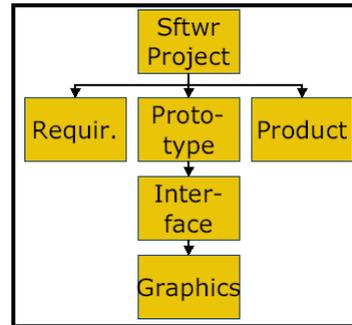


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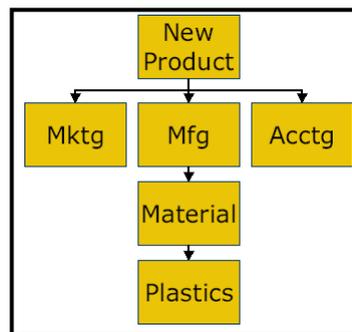


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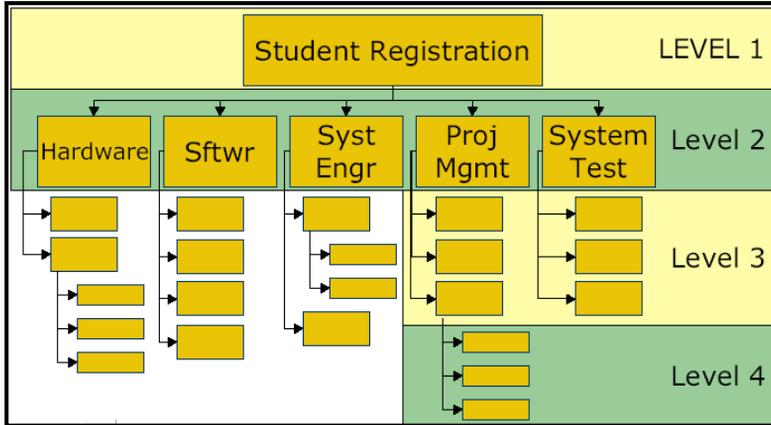
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Work Breakdown Structure (WBS)

Example: Functional Area WBS

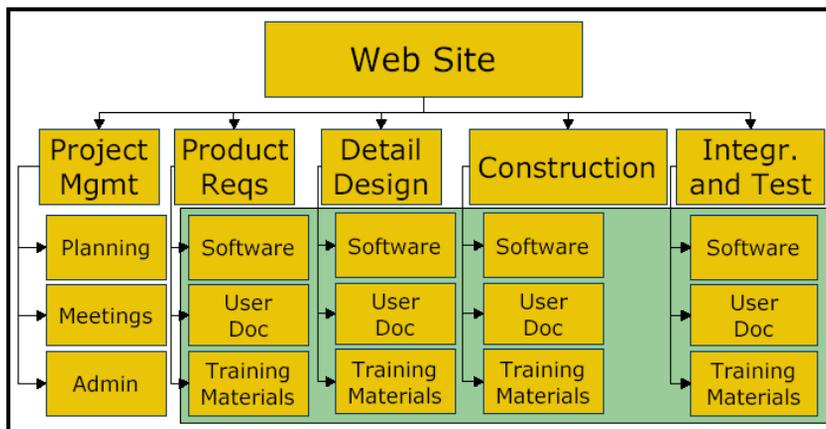


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Work Breakdown Structure (WBS)

Example: Process Structured WBS



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Work Breakdown Structure (WBS)

How to create WBS??....

1. Identify project requirements/deliverables
2. Determine high-level milestones
3. Decompose milestones until you are at the work package level
4. Review for elements that are missing, conflicting, or ambiguous
5. Assign code of accounts and obtain estimates

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Work Breakdown Structure (WBS)

Creation of WBS follows some rules:

- Created with help of team
- First level is broken down before the project is broken down further
- Each level of the WBS is a smaller segment of the level above
- Work toward project deliverables
- Work not in the WBS *is not part* of the project
- WBS can become template for future projects
- Break down the project into work packages or activities that:
 - Can be realistically and confidently estimated
 - Can't be logically subdivided further
 - Can be completed quickly
 - Have a meaningful conclusion and deliverable
 - Can be completed without interruption (without the need for more info.)

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Work Breakdown Structure (WBS)

Benefits of using a WBS (1/2):

- Helps prevent work from slipping through the cracks
- Provides the project team with an understanding of where their pieces fit into the overall project plan and gives them an indication of the impact of their work on the project as a whole
- Facilitates communications and cooperation between and among the project team and stakeholders
- Helps prevent changes

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Work Breakdown Structure (WBS)

Benefits of using a WBS (2/2):

- Focuses the team's experience on what needs to be done, resulting in a higher quality and an easier project
- Provides a basis for estimating staff, cost and time
- Gets team buy-in and builds the team
- Helps get your mind around the project
- Helps new team members see their roles

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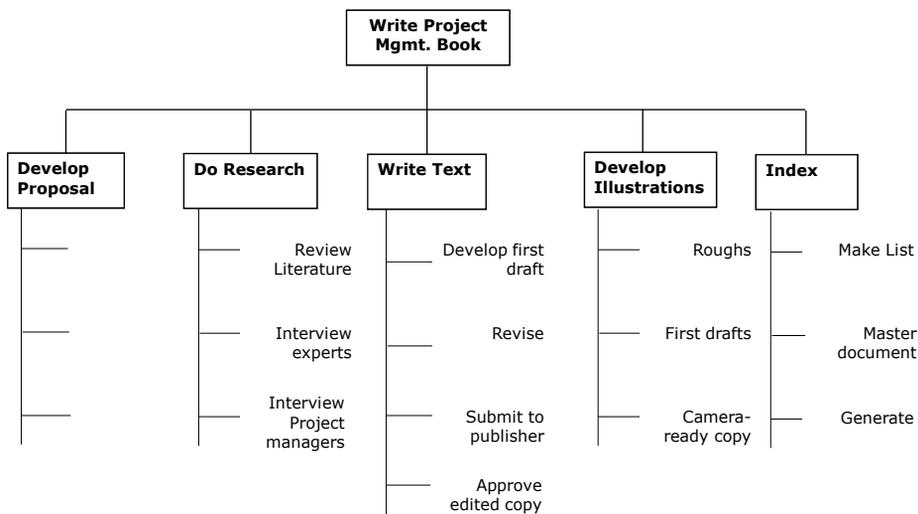


Class Exercise – Write a book about Project Management!



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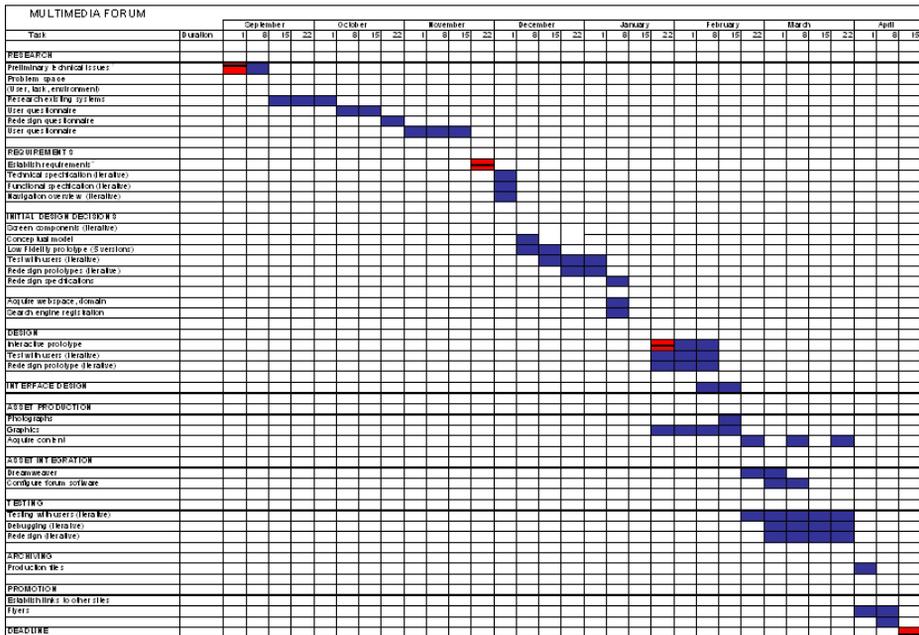
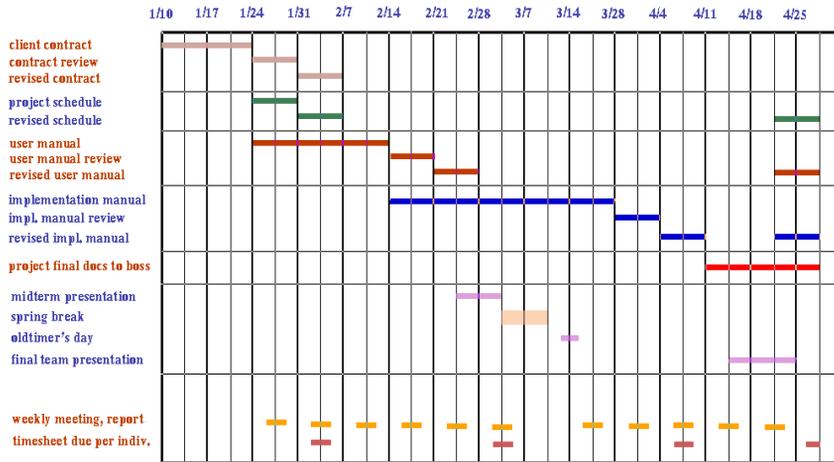
WBS Example – Write a book!



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Semester Timeline



■ Milestone Project timetable for multimedia forum

1 Research forum software, web hosting
2 Functional, user, environment, data, usability goals, user experience goals

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Ayman Etman		EMEND		
Manager		Cairo		
Launching Party		Mansour		
22/3/2006				
Action plan				
Statement of objectives/ goals				
Implementation			Evaluation	
What needs to be done?	By whom and when?	What recourses?	What evidence Indicates progress?	How and when will evidence be gathered?

Event Planning Tips

Planning Special Events: Blueprint For Success

- **Develop strategies for success**
- **Make a checklist**
- **Create a budget**
- **Consider logistics**
- **Plan publicity**
- **Evaluate the event**



Sample Check List

- ✓ Select chair and members of your planning committee.
- ✓ Develop a master plan and set the event date.
- ✓ Select chairs for subcommittees such as refreshments, setup and cleanup, tour guides, traffic and safety, volunteers speakers, and invitations.
- ✓ Organize volunteers for each committee.
- ✓ Formulate a publicity plan.
- ✓ Decide when/how media should be contacted.
- ✓ Be sure to alert the media of photo and interview opportunities.
- ✓ Prepare copy for program and printed materials.
- ✓ Hold a "tie down" meeting the day before the event
- ✓ Distribute a schedule of events to each committee member.
- ✓ Discuss assignments.
- ✓ Distribute identification badges.
- ✓ Answer any questions.
- ✓ Set up several registration tables and stagger tour schedules to avoid bottlenecks.
- ✓ Distribute a program as guests arrive, so they know what to expect.
- ✓ After the event, mail the printed program with an appropriate letter to "significant others" who were unable to attend.
- ✓ Remember to thank everyone who participated.
- ✓ Send photos if possible.
- ✓ Conduct an evaluation



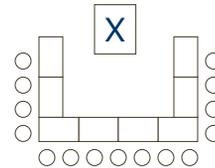
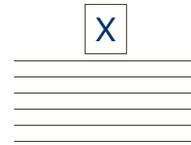
seminars, presentations, conferences:

- inform/invite delegates,
- book and prepare room;
- audio-visual equipment and materials to be used;
- organize refreshments;
- provide administrative support speakers:
 - confirm arrangements made,
 - maintain written records of discussions and arrangements made;
 - check if interpreters required
- refreshments:
 - in-house catering, external catering;
 - confirm time, options, arrangements, participant numbers,
 - contingency provisions events and
- conferences:
 - emergency procedures/contacts;
 - provision of equipment at short notice, extra copies of brochures, etc;
 - re-scheduling of start time,
 - program and meals

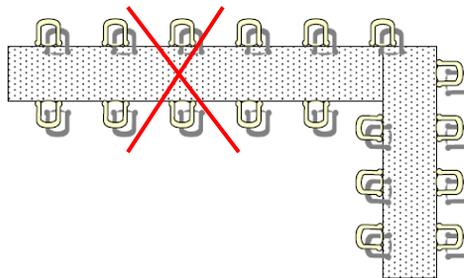
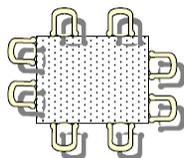
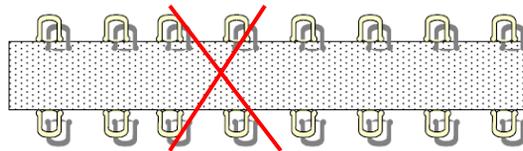
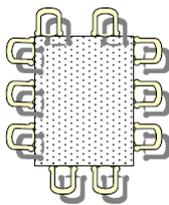


Meeting Room Setup

- Theater Style
 - Leader has great power by position
 - Participation and interruption by audience is limited
- U-Shaped Style
 - Equality of membership
 - Good visibility for visual aids
- Circle Style
 - Democratic: equality is stressed
 - Great visibility by participants
 - Excellent participation



Meeting Room Setup



"A formal schedule of activities for a meeting"

The Agenda



- Communicates important information such
 - Meeting Objective
 - Meeting location
 - Topics for discussion
 - Presenter/discussion leader for each topic
 - Time allotment for each topic
- Provides a general outline for the meeting; can be used as
 - a checklist/roadmap to ensure all information is covered
 - and the meeting has served its purpose
 - Allows participants to prepare questions and contribute more positively to the meeting



The Agenda

Executive Committee Meeting
Hilton Hotel Garden Terrace I
19 February 2006

- | | | |
|---------------|-----------------------------|-------|
| • 13:00-13:15 | Introduction & Welcome | |
| | Ayman | |
| • 13:15-13:20 | Approval of minutes | Ayman |
| • 13:20-13:50 | Supply Policy | Reham |
| • 13:50-14:05 | Investment Strategy | Reem |
| • 14:05-14:20 | Local Manufacturing | Eman |
| • 14:20-14:35 | Coffee Break | |
| • 14:35-15:00 | Sales Organization | Reem. |
| • 15:00-15:15 | Update on local regulations | Nehad |
| • 15:15-15:30 | Supply Chain | Nawal |
| • 15:30-15:45 | IO Organization | Reham |
| • 15:45-16:00 | Wrap-up/Closing | Ayman |



The main problem : DO we know the attendance number

- Estimating Accurate size
 - Pervious years
 - Similar events
 - Club entries
 - Registrations
 - Fixed capacity
- Considering
 - Time / Venue limits
 - Restricted & prescribed attendance
 - Current circumstances
 - Economy
 - Weather
 - Transportation
 - Crisis
 - Season / fashion / craze
- The most important how many you can handle



Men el 2A7èer These are the things you should think of:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Event Manager / committees • The Objective • The Event Planning • Health and Safety • Type of the Event • When to run the Event • Target Audience • Audience Size • Advertising • Accommodation • Event Site | <ul style="list-style-type: none"> • Traffic Management • Permissions • Parking • Communication • Staffing • First Aid • Security • Emergency Producers • Money / Budget / Fund • Evidence & Reporting |
|--|--|



Remember to celebrate your success with the attendance !!!



Q & A

Q & A

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