

Applied Leadership and Management in the Workplace

Module Assignment Submission

Student Name:	Chelsey Dennis
Student Number:	2317769
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Planning and Management of a Butterfly Bakes Family Fun Day

1. Introduction

This report examines the proposed Butterfly Bakes Family Fun Day, a one-day event aimed at families with children and expected to attract approximately 300 attendees. Activities will include a bouncy castle, soft play, character performers, singers, dancers, face painting, food and drink vendors and Butterfly Bakes products. The event aims to provide an enjoyable family experience while increasing brand awareness and attracting potential customers.

Effective delivery will require planning and coordination of the venue, budget, suppliers, marketing, staffing, safeguarding, health and safety and contingency arrangements. The Health and Safety Executive (HSE, 2024) highlights the importance of appropriate safety arrangements when managing events.

The report will also look at Waterfall, Iterative and V-Model approaches before selecting the most suitable approach. It then considers the business case, objectives, scope, stakeholders, risks, limitations and costs and benefits. Planning tools, including a Work Breakdown Structure and Gantt chart, are applied before examining project execution, control, change management, closure and the skills required by the project manager.

Project management provides a structured approach to organising temporary activities and achieving defined outcomes within defined limitations. It involves managing resources, time, cost, scope, quality, risk and stakeholders (Project Management Institute, 2021). This is particularly relevant to events, which have a defined start and finish and require the coordination of different resources and stakeholders (Getz & Page, 2016).

2. Tools and Techniques

There are different approaches to project management, with Waterfall, Iterative and V-Model being three examples. The main difference between these approaches is how they manage project activities and change. Waterfall follows a planned sequence, Iterative allows activities to be developed and changed through repeated cycles, while the V-Model places greater emphasis on checking and verification (Project Management Institute, 2021; Wysocki, 2019).

For the Butterfly Bakes Family Fun Day, Waterfall is the most appropriate approach. The event has a fixed date, a clear purpose and several activities that need to be completed within the six-month planning period. For example, the venue needs to be confirmed before suppliers can be finalised and marketing can be completed. A Waterfall approach therefore provides a clear sequence of activities and makes it easier to monitor progress and meet deadlines.

Although Waterfall is the main approach selected, some flexibility may still be required if circumstances change, such as a supplier becoming unavailable. Overall, Waterfall is considered the most suitable approach because it provides the structure and control needed to plan and deliver the event successfully (Wysocki, 2019).

3. Project Stages

Project management can be divided into stages to ensure that the work required to achieve the project outcome is identified, organised and controlled. For the Butterfly Bakes Family Fun Day, the project will be divided into initiation, planning, execution, control and closure.

Initiation establishes the purpose and objectives of the event, while planning determines how these will be achieved. Execution involves delivering the planned activities, control monitors time, cost, scope, quality and risk, and closure confirms completion and evaluates performance. This structured approach supports effective planning and review throughout the project lifecycle (Association for Project Management, 2019).

4. Initiate

The initiation stage establishes why the project is needed and what it aims to achieve. For the Butterfly Bakes Family Fun Day, this stage includes the following areas:

4.1 Business Case

The purpose of the Butterfly Bakes Family Fun Day is to promote business, attract new customers and strengthen relationships with existing customers. The event will also provide an opportunity to promote and sell Butterfly Bakes products directly to families and promote the company for children parties or celebrations.

A family-focused event could help Butterfly Bakes build greater awareness within the local community and create positive customer experiences. It may also provide opportunities to increase sales and develop future business opportunities through customer engagement and local partnerships (Getz & Page, 2016).

There are also social benefits. A well-organised family fun day could provide families with an enjoyable opportunity to spend time together in a safe and welcoming environment. Offering a range of activities, including entertainment, creative activities, food and live performances, could help meet the interests of different age groups and encourage community participation (Getz & Page, 2016).

The project will therefore provide commercial, promotional and social benefits while offering families an enjoyable, community-focused event.

4.2 Objectives

Clear objectives are required so that project success can be measured. Clear and well-defined objectives provide a basis for evaluating whether a project has achieved its intended outcomes (Baccarini, 1999). APM research also identifies clear goals and

objectives as important conditions for project success (Association for Project Management, 2019).

The overall objective is:

To plan and deliver a safe, inclusive and financially controlled Butterfly Bakes Family Fun Day within a six-month planning period, targeting approximately 300 attendees and achieving positive customer and stakeholder feedback.

Supporting SMART objectives are:

- **Specific:** Secure a suitable venue and confirm key entertainment and catering suppliers.
- **Measurable:** Target approximately 300 attendees and collect customer feedback following the event.
- **Achievable:** Deliver the event within the agreed budget and available resources.
- **Relevant:** Increase awareness of Butterfly Bakes, attract new customers and strengthen relationships with existing customers.
- **Time-bound:** Complete venue arrangements within the first two months and confirm key suppliers at least two months before the event.

5. Risk

3.1.3 Risk Management

Risk management is important when planning the Butterfly Bakes Family Fun Day because the event involves children, members of the public, external suppliers, equipment and multiple activities. Identifying risks at an early stage allows appropriate controls and contingency plans to be put in place. The Health and Safety Executive (HSE, 2024) recommends that event organisers identify hazards, assess risks and implement suitable control measures.

Risk management should be treated as an ongoing activity rather than something completed only at the beginning of the project. As planning progresses, new risks may emerge and existing risks may change in likelihood or impact. The project manager should therefore regularly review the risk register and check that control measures remain effective. For example, changes to suppliers, equipment, staffing or weather conditions could introduce new risks that require additional controls. Regular

monitoring can help the project team identify problems early and take corrective action before they affect safety, cost, attendance or the successful delivery of the event.

SWOT Analysis

A SWOT analysis can be used to identify internal strengths and weaknesses, as well as external opportunities and threats that could affect the project (Gürel & Tat, 2017).

Strengths	Weaknesses
Variety of activities and entertainment	High number of suppliers to coordinate
Family-focused event	Potentially high operating costs
Opportunity to promote Butterfly Bakes	Limited staffing resources
Opportunities	Threats
Partnerships with local businesses	Poor weather
Increased brand awareness	Supplier cancellation
Attracting new customers	Low attendance
Future events and repeat customers	Safeguarding or safety incidents

PESTLE Analysis

A Pestel analysis can be used to assess external political, economic, social, technological, legal and environmental factors that may affect a project (Yüksel, 2012).

Factor	Potential impact
Political	Local authority requirements and permissions
Economic	Inflation and increases in supplier costs
Social	Demand for family activities and accessibility
Technological	Online promotion, registration and social media

Legal	Health and safety, safeguarding, insurance and food safety
Environmental	Weather conditions, waste and environmental impact

The PESTLE analysis highlights that external factors, such as poor weather, could affect the event. If the event is held outdoors, bad weather could reduce attendance or make some activities unsafe. This could be managed through contingency arrangements such as hiring suitable covered areas or identifying an alternative indoor venue.

Risk Matrix

A risk matrix can be used to assess identified risks according to their likelihood and potential impact, helping the project team to prioritise risks and decide on appropriate responses (Hillson, 2002). The following matrix provides examples of key risks and proposed controls.

Risk	Likelihood	Impact	Contingency / Control
Child injury	Medium	High	Risk assessments, equipment checks, supervision and first aid
Missing child	Low	High	Safeguarding procedure, designated meeting point and trained staff
Poor weather	Medium	High	Covered areas or alternative indoor venue
Supplier cancellation	Medium	Medium	Backup suppliers and early confirmation
Low attendance	Medium	Medium	Early marketing and social media promotion
Equipment failure	Low	High	Pre-event inspections and backup arrangements
Food-related incident	Low	High	Use appropriate food-safety procedures and reputable vendors
Power failure	Low	Medium	Emergency lighting and alternative power arrangements

Regular monitoring of these risks throughout the planning period will allow new risks to be identified and existing controls to be reviewed. This will help the project team respond effectively to problems and reduce their potential impact on the event.

6. Scope

Project scope defines what the project will and will not include. Clearly defining the scope helps prevent uncontrolled changes that could increase costs or extend the project schedule (Kerzner, 2022). A clearly defined scope also provides a basis for

managing project activities and expectations (Project Management Institute [PMI], 2021).

The scope of the Butterfly Bakes Family Fun Day includes:

In Scope	Out of Scope
Venue hire and preparation	Accommodation for attendees
Entertainment and performers	Transport for attendees
Bouncy castle and soft play	Construction of permanent facilities
Food and drink vendors	Activities unrelated to the event
Staffing and volunteers	Long-term business operations
Marketing and promotion	Events outside the agreed project
Safeguarding and health and safety	Major venue improvements
First aid arrangements	
Event-day coordination	
Financial management	
Post-event evaluation	

7. Stakeholders and Communication Plan

Stakeholders are individuals or groups who can influence the project or are affected by its outcome. Effective stakeholder communication is important because different stakeholders may require different types and levels of information throughout the project lifecycle (Turkulainen, Aaltonen & Lohikoski, 2015). For an event, stakeholders can include clients, suppliers, venues, attendees and staff, making clear

communication important for coordinating responsibilities and expectations (Drakeley, 2022).

For the Butterfly Bakes Family Fun Day, communication will be planned according to each stakeholder's involvement and information needs. This will ensure that relevant information is shared at the appropriate time and help reduce misunderstandings, delays and potential problems.

Stakeholder	Why they need communication	Communication method	Frequency
Project manager/event organiser	Overall progress, decisions and issues	Meetings, email	Weekly
Venue management	Booking, requirements and event arrangements	Email, meetings, telephone	As required
Suppliers and entertainers	Bookings, requirements and timings	Email, telephone	Monthly, then weekly before event
Staff and volunteers	Roles, responsibilities and event procedures	Meetings, email, briefing	Monthly, then event-day briefing
Parents/carers and attendees	Event information, activities and safety information	Social media, website, email	During marketing campaign
Food and drink vendors	Requirements, timings and food-safety arrangements	Email, telephone	Monthly, then weekly before event
Local authorities	Relevant permissions, safety and event requirements	Email, meetings	As required
First aid/emergency providers	Emergency arrangements and responsibilities	Meetings, email	Before event
Marketing personnel	Promotional activities and progress	Meetings, email	Fortnightly

Effective communication throughout the project will help ensure stakeholders remain informed and that issues can be identified and addressed promptly.

8. Constraints

Project constraints are factors that limit how a project can be planned and delivered. Identifying these limitations at an early stage allows the project team to plan resources effectively and reduce their potential impact on the project (Project Management Institute, 2021).

The main constraints for the Butterfly Bakes Family Fun Day are:

Constraint	Potential impact
Budget	A limited budget may restrict the choice of venue, entertainment, equipment and staffing.
Time	The six-month planning period and fixed event date provide limited time to complete all activities.
Staffing	Limited staff or volunteers may increase workloads and affect event-day operations.
Venue capacity	The venue must safely accommodate approximately 300 attendees and the planned activities.
Supplier availability	Popular entertainers, equipment providers and food vendors may have limited availability.
Weather	If activities are held outdoors, poor weather could affect attendance and the safe delivery of activities.

These constraints will need to be monitored throughout the project to ensure they do not prevent the event from achieving its objectives.

9. Cost-Benefit Analysis

A cost-benefit analysis considers whether the expected benefits of a project justify the costs involved. It can support decision-making by comparing the resources required with the potential value gained from the project (Boardman et al., 2018).

For Butterfly Bakes, the main costs are likely to include venue hire, entertainment, equipment, staffing, marketing, insurance and other event-related expenses. However, the event could provide several benefits to the business, including increased brand awareness, new customers, additional product sales and stronger relationships with the local community.

The event may also create opportunities for future revenue through repeat customers, partnerships and further events. Although some benefits, such as increased brand awareness and customer loyalty, may be difficult to measure financially, they could provide longer-term value to Butterfly Bakes. Therefore, the project could provide both short-term commercial benefits and longer-term business opportunities.

The project should therefore be evaluated using both financial and non-financial outcomes. Financial measures could include ticket sales, product sales and overall event expenditure, while non-financial measures could include customer satisfaction, social-media engagement, brand awareness and feedback from attendees. Comparing these outcomes with the original costs will help Butterfly Bakes determine whether the event provided sufficient value and whether similar events should be organised in the future.

10. Plan

Work/Product Breakdown Structure

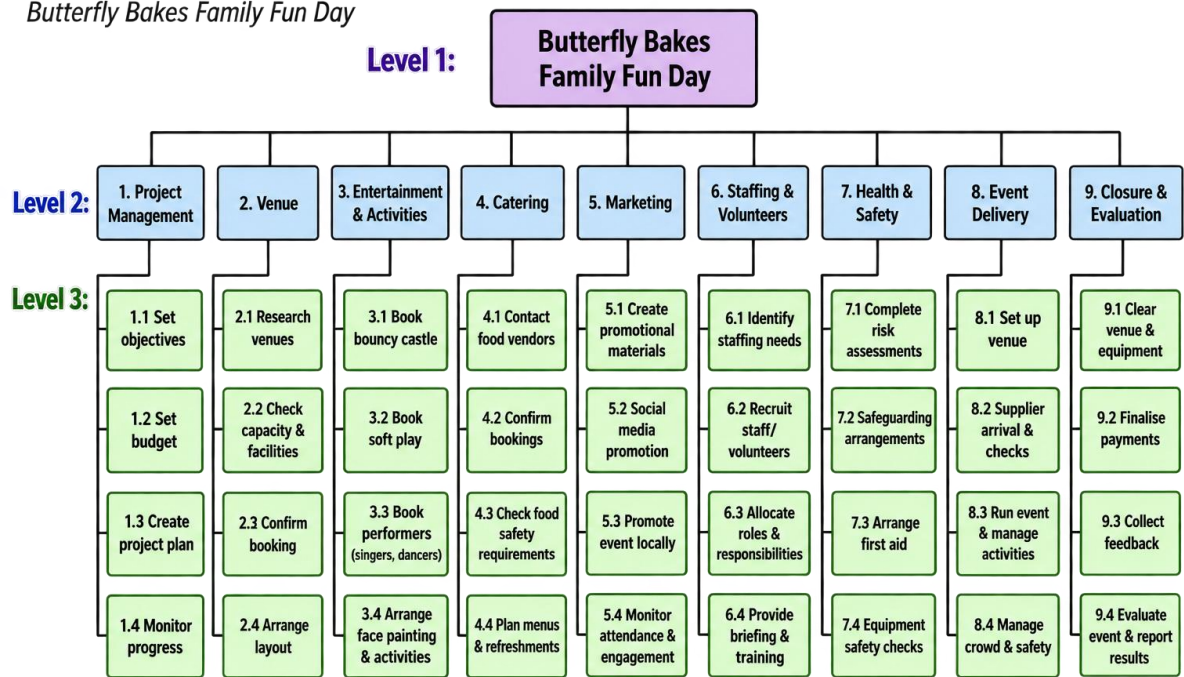
A Work Breakdown Structure (WBS) provides a hierarchical breakdown of a project into smaller, manageable tasks, helping to organise the work required to achieve the project objectives (Girdler, 2020).

The hierarchy begins with the overall event at **Level 1**, followed by the main project activities at **Level 2**, and the specific tasks required to complete each activity at **Level 3**. This provides a clear overview of the work required and helps the project team

organise responsibilities, resources and activities effectively.

Work Breakdown Structure (WBS)

Butterfly Bakes Family Fun Day



10.2 Gantt Chart

A Gantt chart is a project management tool used to show project activities against a timescale. It helps the project manager see when tasks should start and finish, how activities overlap and whether the project is progressing according to schedule (Association for Project Management,2026).

Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Project initiation & objectives						
Budget & business case						
Venue research & selection						
Confirm venue						
Entertainment & supplier research						
Book entertainment & suppliers						
Risk assessment & safeguarding						
Marketing planning						
Marketing campaign						
Recruit staff & volunteers						
Catering arrangements						
Equipment & activity arrangements						
Final event planning						
Final supplier confirmations						
Event set-up & delivery						
Post-event feedback & evaluation						

11. Execute

The execution stage involves putting the project plan into action and ensuring that the planned activities are completed. Clearly allocating roles and responsibilities is

important because it helps team members understand what they are expected to do and reduces duplication or confusion (Project Management Institute , 2021).

When planning events, the Health and Safety Executive (HSE, 2024) emphasises the importance of suitable management systems, coordination of work activities, competent staff and monitoring. This is particularly important during event set-up and breakdown, as several suppliers, staff members and pieces of equipment may need to be coordinated at the same time.

For the Butterfly Bakes Family Fun Day, specific responsibilities will be allocated to members of the project team to ensure that tasks are completed effectively. The RACI matrix below identifies who is responsible, accountable, consulted and informed for key project activities. This provides a clear structure for managing responsibilities and helps reduce confusion within the project team.

11.1 Project Team Roles and Responsibilities

For the Butterfly Bakes Family Fun Day, specific roles will be allocated to ensure that key areas of the project are managed effectively.

- **Project Manager:** Will have overall responsibility for the project, including the budget, schedule, risk management, stakeholder communication and final decision-making.
- **Event Coordinator:** Will manage the venue, suppliers, event layout and event-day logistics.
- **Safeguarding Lead:** Will oversee safeguarding procedures, missing-child arrangements and relevant staff briefings.
- **Marketing Lead:** Will manage social media promotion, printed materials and communication with customers.
- **Catering Lead:** Will coordinate food and drink vendors and ensure that vendors understand site and operational requirements.
- **Event Staff and Volunteers:** Will support registration, customer assistance, activity supervision, crowd management and general event operations.

RACI Matrix

A RACI matrix identifies who is **Responsible, Accountable, Consulted and Informed** for major activities. (The open university,2026).

Project Activity	Project Manager	Event Coordinator	Safeguarding Lead	Marketing Lead	Catering Lead	Staff & Volunteers
Project planning	A	R	C	C	C	I
Budget management	A/R	C	I	I	C	I
Venue booking	A	R	C	I	I	I
Entertainment & suppliers	A	R	C	I	C	I
Marketing campaign	A	C	I	R	I	I
Risk assessment & safeguarding	A	C	R	I	C	I
Catering arrangements	A	C	C	I	R	I
Staff & volunteer briefing	A	R	C	I	I	C
Event-day delivery	A	R	R	C	R	R
Customer assistance	A	R	C	C	I	R
Post-event evaluation	A	R	C	R	C	C

13. Control

The Iron Triangle highlights the relationship between scope, time, cost and quality within a project. Changes to one area can affect the others, meaning that project managers may need to make trade-offs to maintain quality (Atkinson, 1999). For the Butterfly Bakes Family Fun Day, the project has a six-month planning period. If this was reduced to two months, additional resources may be required, such as extra staff, suppliers or marketing support, which could increase costs. Alternatively, some

planned activities may need to be removed or reduced to meet the shorter timescale, reducing the project scope and potentially affecting the quality of the event.

The project manager must therefore monitor the balance between these areas throughout the planning process. For example, maintaining the full scope within a shorter timeframe may require increased spending, while reducing costs could mean removing activities or reducing resources. This demonstrates why effective planning and control are important to ensure that the event remains achievable within the agreed time, budget and expected quality.

14. Change Management Process

Change control involves recording, assessing and approving or rejecting proposed changes. Changes should be assessed for their impact on the project before implementation (AXELOS, 2017).

For Butterfly Bakes, the change-management process will be:

Stage	Action
1. Change requested	A change is identified and submitted.
2. Change logged	The proposed change is recorded.
3. Impact assessed	The effect on cost, time, scope and quality is considered.
4. Risk reviewed	Any new or changed risks are identified.
5. Decision made	The change is approved, rejected or deferred.
6. Project updated	Relevant plans, budgets, WBS and schedules are updated.
7. Stakeholders informed	Relevant stakeholders are informed of the decision.

For example, adding a second bouncy castle would require consideration of cost, space, staffing, supplier availability and safety. If approved, the relevant project documents and risk assessment would be updated.

15. Close

Project closure formally confirms that the project has been completed. It should not simply occur when the last customer leaves the event.

After the Butterfly Bakes Family Fun Day, the project manager should ensure that equipment has been returned, suppliers have been paid, the venue has been left in the agreed condition and financial records have been completed.

The project should then be formally signed off by the business owner or project sponsor, confirming that the agreed project deliverables have been completed.

Evaluation should consider attendance, income and expenditure, customer satisfaction, incidents, supplier performance, staff feedback and whether the original objectives were achieved. HSE (2024) recommends debriefing after events and using findings to improve future arrangements.

Lessons learned should also be recorded to support future projects. For example, the team may identify which entertainment provider received the most positive feedback, which marketing method generated the most bookings, or whether additional staff were required in areas. Reviewing lessons learned can support organisational learning and improve future project performance (McClory, Read & Labib, 2017).

Project closure therefore provides an opportunity for evaluation, organisational learning and continuous improvement.

16. You as a Project Manager

A project manager requires a combination of organisational, communication, leadership and problem-solving skills. For the Butterfly Bakes Family Fun Day, important skills will include communication, organisation, time management, leadership, budgeting and risk management. These skills will help the project manager coordinate the team, manage suppliers and respond to problems throughout the project (Alvarenga et al., 2019).

Self-Evaluation

Self-evaluation allows project managers to recognise their strengths and identify areas requiring further development (Dyke et al., 2009). I consider organisation and communication to be strengths, as these will help me coordinate suppliers, staff and

stakeholders. However, I recognise that budget management and dealing with unexpected problems are areas I could develop further.

Personal Development Plan

A Personal Development Plan (PDP) provides a structured way to identify development needs, set goals and establish actions and timescales for improvement (Williams, 2023).

Development Area	Current Position	Action	Target
Budget management	Developing	Improve budgeting and cost-monitoring skills	Within 6 months
Problem-solving	Developing	Develop confidence in managing unexpected issues	During the project
Leadership	Good	Improve delegation and team-management skills	During the project
Risk management	Developing	Develop risk-assessment knowledge	Within 6 months
Communication	Good	Continue developing stakeholder communication	Throughout the project

The PDP provides a structured approach to professional development. Rather than simply identifying weaknesses, it creates actions and targets that can be reviewed. Reflective practice is particularly valuable because project-management capability develops through both formal learning and practical experience.

18. Conclusion

The Butterfly Bakes Family Fun Day demonstrates the importance of structured project management when planning and delivering an event. The report identified Waterfall as the most suitable approach because the event has a fixed date, defined activities and a clear planning timeframe. Project-management tools including the WBS, Critical Path Analysis, Gantt chart and RACI matrix provide a structured approach to organising and controlling the project.

Effective management of risk, cost, time, scope and quality, alongside clear team responsibilities and change control, will support successful delivery. Finally, evaluation and lessons learned will provide opportunities to improve future events. Overall, careful planning and effective project management will help Butterfly Bakes deliver a safe, enjoyable and successful family fun day.

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Appendices

- **Appendix A – SWOT Analysis**
- **Appendix B – PESTLE Analysis**
- **Appendix C – Risk Matrix**
- **Appendix D – Work Breakdown Structure (WBS)**
- **Appendix E – Gantt Chart**
- **Appendix F – RACI Matrix**
- **Appendix G – Cost-Benefit Analysis**
- **Appendix H – Personal Development Plan (PDP)**