

Managing Projects in the Organisation

BMSW5104

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Introduction

The project management is defined as “the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project acceptance criteria with agreed parameters” (Association for Project Management, 2022).

There are 5 main stages in the Project Management Life Cycle: Initiation, Planning, Execution, Controlling/Monitoring and Closure. Each stage involves different actions that needs to be undertaken to deliver a successful project. The initiation phase is when the business need or opportunity is identified and solutions are debated. Also it is formulated the objective or objectives for the project and it is evaluated if the project is feasible by analysing the major deliverables for the project such as stakeholder analysis, designing, scheduling, budgeting and other interrelated components. Therefore a feasibility study is undertaken to check if the project is able to deliver the solution needed, it is identified the depth of the project by looking at the scope, it defines the deliverable result and is produced a statement of work. The planning phase starts when the project is approved and smaller goals and tasks are formulated, team building and scheduling by establishing project timeline, establishing roles within the team, estimating budget, anticipating risks and mitigate the issues, booking meetings with the team and usually workflow diagrams makes the processes more clear. The execution phase turns the plan into action and monitoring and controlling is essential for keeping the work on track. Communication is essential and involves updating stakeholders at all levels. Monitoring the quality of the work is important also for successful results. The last phase of closure is when the work on the project is completed and the success of the project is determined by looking at what worked and what did not during the project , project performance, team performance, reporting and documentation (Lucid Chard, 2022).

Executive summary

This is an event planning project for Travelodge in response to the critical situation from Ukraine who faces times of war and population is in need of help. It is a charity event for fundraising for Ukraine. It is organised a lunch where the hotel suppliers are invited to purchase a ticket to participate at the lunch and all funds are donated to help Ukraine.

The hotel provides the location, the assisting staff and ensures all resources are allocated and that the event is sponsored.

The project goes through all the process and each phase is detailed and evaluated.

Initiation

Screening and scoping

Travelodge is a known and trusted brand for being a value hotel and to offer affordable travel with more than 500 hotels across the United Kingdom, Ireland and Spain (Travelodge, 2022).

The proposed project is the event planning project for fundraising for Ukraine considering the recent conflicts with Russia organised by the selected organisation Travelodge (BBC, 2022).

The scope of this event planning project is to organise a charity event for fundraising for Ukraine held by Travelodge has the to raise awareness about the solidarity towards Ukraine and to raise funds to help the country.

Project outline

The project is organised by Travelodge and is held in London as the most representative location for the organisation and the event will be held at Travelodge London City one of their largest hotels . This has been decided because of the capacity required for the event, but also for promotion of one of their hotels relatively new (Business Traveler, 2017). The event will have a 3 hour program which will include speech provision by the director of Travelodge and by the Ukraine's ambassador in London in relation to the difficult situation from Ukraine, allocated time for lunch, finalising with mentioning the events sponsors and thanking the voluntary work. The event is held in the conference room and 50 of the hotel suppliers are invited to participate at the lunch for the price of £500 per table being able to attend 3 persons from each organisation. The number of the participants is estimated for 150 guests raising an amount of £25000 to be donated to help Ukraine.

Project objectives

The Quad chart framework is used to set the aims and objectives, to identify the stakeholders, to establish desired results and the measures of success. Quad chart can be found in the Appendix. The main objectives of the project organised by Travelodge is to plan a charity event to raised fund to help Ukraine and the population who is affected by the war. It is also intended to involve the suppliers and therefore to invite the hotel suppliers as guest to the event. The stakeholders analysed in the Quad chart are the shareholders of Travelodge, the suppliers of the hotel and sub-contractors, the customers of Travelodge, the communities and the population from Ukraine. The desired results are more complex because besides raising a significant amount of funds to provide help to Ukraine, it it also intended to improve the Corporate Social Responsibility (CSR) by contributing to a good cause, by helping community, by showing support, by strengthening the relationship with the suppliers. The measures of success will be in succeeding at raising awareness about the devastating effects of the war and the hard situation of the people from Ukraine across customers, staff and

suppliers too. Another measure of success will be everyone to attend to event and contribute to the charity event and raising the targeted amount.

Stakeholder analysis

The stakeholder analysis looks at the stakeholders levels of power and interest regarding the project. The shareholders have high power and high interest because the charity event aligns with organisational strategies main objectives. The shareholders need to be kept informed entirely and the required communication would be in the form of a report with the project which is sent on email and when necessary with details being discussed over the phone. The CEO of Travelodge is very important for the project as it involves organisational resources and brand name. The Suppliers have high power and high interest because they have the opportunity to sponsor the event for charity causes by providing food and beverages for the lunch and also they need to contribute to the donations and pay the cost of the lunch which goes entirely to help Ukraine. The event will be communicated by sending the event invitation to the suppliers through an official email which would promote the event and its objectives, by discussing details over the phone. It will also be promoted on Travelodge website for the public and anyone interest about it and through social media. The employees have low power and high interest because they will not be involved directly in the event unless there are required to work for that day to help with preparation, serving and cleaning. There is high interest because any employee is interested what is their organisation doing, especially when helping communities. The required communication is to provide information about the event, to plan and establish the roles. The employees will be informed through staff announcement by managers, but they could also access the Travelodge website. The stakeholder analysis and communication plan can be found in the Appendix.

Planning

Work Breakdown Structure

The events manager and the CSR manager will be responsible of obtaining the approval from the Board of Directors. Both departments will be responsible for establishing objectives and planning the project. The events team will be responsible with raising donations for the menu. They will have to ensure there is a reasonable sponsorship for 150 guests lunch. This will be realised in collaboration with the team of chefs working in the hotel. The hotel chefs will also be responsible for designing the menu and prepare the lunch for the event. The events manager and the team will establish the order of the speakers and the program of the event. Will make sure all speakers are aware of the program and know when they are scheduled. After all details are put in place the

events team and the IT department will work together to design the event invitation and to deliver them to the guests and chase them to reply to the invitation to obtain a more precise number of guests. The IT team will also be responsible for communicating the event on social media and Travelodge website.

Cost and resources draft

The charity event is based on donations and voluntary work from the parties involved, however waiting and kitchen staff is paid. Estimated cost of staff for the event: £3000.

The events team is responsible with identifying sponsors to provide ingredients and drinks for the lunch and the cost is included in their monthly salaries as is part of their job to deliver events.

The cost of the project manager is zero as is voluntary work to a good cause.

The estimated cost of advertising is £2000 for prints and banners for the event, as it will not be required any paid advertisement on TV or radio. The promotion will only be realised on Travelodge website and social media channels and word of mouth through participants and public. Therefore the cost is kept at minimum because of the type of the event being a charity event and all funds going towards the fundraising for Ukraine. The estimation of the total cost is £5000.

Project Schedule

For the project schedule it has been used the Gantt chart which can be found in the Appendix. The event is organised over 4 months as it is an ad hoc event aimed to help with current situation from Ukraine where forces are united as fast as possible because of the imperative war situation. It is a one time event aimed to provide immediate help to the communities in need and that is why the organisation makes available its resources for time, physical assets, financial help, human resources. For obtaining the approval from Board of Directors is allocated one week. The task is assigned to the events and CSR manager. Raising the donations for drinks and food for the charity lunch are allocated 2 months and is assigned to the events team. For designing the menu are allocated 2 weeks considering that the chefs has to work with the ingredients that are donated by the events sponsors and that it has to be for 150 guests and resonate with the price of the table that the guests have to pay and expected value. For inviting the guests and advertising the event 1 month and is assigned to the events team and IT department.

Risk assessment

Potential risks evaluated related to going over the proposed budget, delaying in delivering ingredients and beverages donations and lack of staff. Going over the budget has a high relevance for the project management because the organisation aims to keep a reduce cost as it does not have any profit, all fund are for helping Ukraine. Chances to incur are medium because of the rely on

sponsors and would not allow for the hotel to deliver value at expected standards. The delay in delivering ingredients and beverages donations is a high risk because this can happen with any suppliers from different reasons. It has a high relevance because the lunch is the base of the event. Guests pay to attend the event and have the lunch. The lack of staff is another potential risk which has a medium relevance because the hotel can outsource an agency to provide waiting and portering staff as last resort as it is not a large event. Chances to incur are medium because of staff sickness or other reasons.

Execution

The event will last 3 hours. The event coordinator as part of the events team will ensure everybody knows their role during the event. The event coordinator will welcome the guests and will invite each speaker to address the crowd. The waiting staff will serve the food and beverages for the lunch at the required time in order by the chefs. At the end of the event the event coordinator will conclude the results of the fundraising of how much money was raised through the event and will ensure each sponsor is reminded for the guests and participants to acknowledge the support given.

Controlling and Monitoring

The close monitoring will be realised by the events and CSR departments who will ensure preparation for the event is on track and is reported to the senior management. The events manager and the CSR manager will work together to ensure quality of work and deadlines are met. During the event the management team will ensure any arise issue is sorted and the event runs smoothly and guest feel welcomed and enjoy the lunch. The hotel intends to make the guest feel appreciated by offering quality service provision and by ensuring that they feel looked after.

Closure

After the event is finished the responsible teams are to evaluate the success of the event. To highlight the benefits of the collaboration between departments or any lacks. To establish the amount of fundraising and publish the results on the Travelodge website for the public and through social media. Official reports to be communicated to the senior management. Positives of the experience to be considered for future collaborations and project management events.

It has to be mentioned that considering the Covid 19 changes this event would not have been possible during the pandemic restrictions for gatherings and organised events. No impediments

related to Covid 19 changes applies to the event, unless the staff reports being Covid 19 positive, but that risk was taken into consideration for potential staff shortage because of sickness.

References

Association for Project Management (2022) “ project management” [Online]. Available at: <https://www.apm.org.uk/resources/what-is-project-management/> Accessed 21.08.2022

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Appendix

QUAD chart

AIMS/ OBJECTIVES ○To plan a charity event ○To raise funds to help Ukraine ○To organize an event for the suppliers	STAKEHOLDERS ○Shareholders ○Suppliers ○Customers ○Communities ○Ukraine population
DESIRED RESULTS ○To raise a significant amount of funds ○To improve the Corporate Social Responsibility (CSR) activity	MEASURES OF SUCCESS ○Raising awareness on the devastating effects of the war ○Full attendance of the guests and contribution

Stakeholder analysis and communication plan

Stakeholder Power/ Interest	Required communication	Communication Channel	Contact
Shareholders (High Power/ High Interest)	Event plan report	E-mail Telephone	CEO
Suppliers (High Power/ High Interest)	Event invitation	E-mail Telephone Website	Directors
Employees (Low power/ High Interest)	Event information	Website Staff announcement	Manager

Gantt chart

No.	Fundraising for Ukraine Event	Assigned to	Duration
1	Obtaining approval from management	Events Manager CSR manager	1 week
2	Raising donations for drinks and food	Events team	2 months
3	Designing the menu	Hotel chefs	2 weeks
4	Inviting guests and Advertising the event	Events team IT department	1 month

Presentation

MANAGING PROJECTS IN THE ORGANISATION

LAURA VISAN (1918676)

Introduction

- Travelodge is a known and trusted brand for being a value hotel and to offer affordable travel with more than 500 hotels across the United Kingdom, Ireland and Spain (Travelodge, 2022).
- The proposed project is the event planning project for fundraising for Ukraine considering the recent conflicts with Russia (BBC, 2022).





Fundraising for Ukraine

Project Scope

- The event planning project for fundraising for Ukraine held by Travelodge has the scope of raising awareness about the solidarity towards Ukraine and to raise funds to help the country



Project formulation

- The event will be held at Travelodge London City one of their largest hotels (Business Traveler, 2017).
- It consists of a three hours lunch and speech delivery regarding the hard situation of Ukraine
- The event is held in the conference room and 50 of the hotel suppliers are invited to participate at the lunch for the price of £500 per table being able to attend 3 persons from each organization.
- The number of the participants is estimated for 150 guests raising an amount of £25000 to be donated to help Ukraine

QUAD CHART

AIMS/ OBJECTIVES

- To plan a charity event
- To raise funds to help Ukraine
- To organize an event for the suppliers

STAKEHOLDERS

- Shareholders
- Suppliers
- Customers
- Communities
- Ukraine population

DESIRED RESULTS

- To raise a significant amount of funds
- To improve the Corporate Social Responsibility (CSR) activity

MEASURES OF SUCCESS

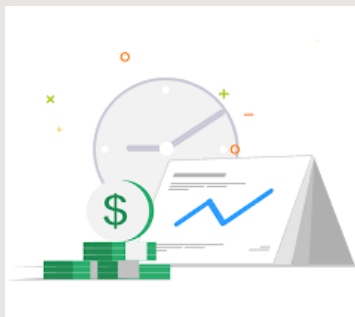
- Raising awareness on the devastating effects of the war
- Full attendance of the guests and contribution

Stakeholder analysis and communication plan

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Gantt chart



Project expenses

- The charity event is based on donations and voluntary work from the parties involved, however waiting and kitchen staff is paid.
- The events team is responsible with identifying sponsors to provide ingredients and drinks for the lunch
- Estimated cost of staff for the event: £3000.
- Estimated cost of advertising: £2000.
- Total cost: £5000

Project risk analysis



Potential risks	Relevance	Chances to incur
Going over budget	High	Medium
Delay in delivering ingredients and drinks donations	High	High
Lack of staff	Medium	Medium

References

BBC (2022) "Ukraine conflicts with Russia" [Online]. Available at: <https://www.bbc.co.uk/news/world-europe-56720589> Accessed 3.08.2022

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Travelodge (2022) "corporation" [Online]. Available at: <https://www.travelodge.co.uk/about/our-company/> Accessed 5.08.2022

Conclusion

- **The event will be part of Travelodge CSR activity**
- **The charity event will provide support and financial help to Ukraine**
- **The event will contribute to strengthening the relationship with the suppliers**

