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INTRODUCTION

Project management is basically referred to a process of working in team to accomplish goals, objectives as well as success criteria at a particular time. As there is basic challenge of project management is to accomplish all various planned goals of company at a given point of time. This could be basically described as a project documentation which is designed at starting of development process (Allen, 2019) . As managing project in company is said to be a concept that helps company in having coordination among company strategies as well as project management, program management as well as portfolio management. As structure of company ' s project management is used in aligning operations of project management. This report is based on managing project of Chilled Events which is an innovative promotions, experimental as well as live event company. As this company is going to host a live event as their project. As this project seems to be creative and provides lot of learnings so it creates higher motivation to be got engaged with this project. As this project will going to provide a lot of learnings in specialised area of event planning as well as management. And some how if this project is carried by company as a result there will be a loss of experiencing as well as learning of various concept of carrying out a live event. This report includes critical assessment of effectiveness as well as relevance of project management, implementation plan of project, critical evaluation of ability to manage project along with its conclusion(Vrchota, J. and Řehoř, P., 2019).

MAIN BODY

Critical assessment of usefulness of project management tools as well as techniques and assess to which they are useful in light of changes which have taken place.

It has been critically analysed that project management tool and techniques plays an important role and responsibility in defining structure, work, utilization of resources, allocation as well as at times which decides fate of a project as well. There are various techniques as well as tools of project management that helps in carrying up an project effectively in a specified point of time. Project management tools and techniques helps in carrying and running out an project effectively which leads to accomplishment of planned goals and set targets (Alreshidi, Mourshed and Rezgui, 2018). In terms of Chilled Events some of tools as well as techniques of project management which could be used by company in order to carry a live event effectively and accomplishment of planned goals of event planning and management that are as follows:

- **Agile:** This methodology is considered to be most effective as well as popular methodology of project management. As it used sprint method in which company could break a project in form of sprints or cycles. As terms agile that means capability to move fast and responding swiftly to changes, as this techniques of project management makes way for flexibility or collaboration (Amadi, Carrillo and Tuuli, 2018). It is extensively used in software development as well as is best suited for small software projects which needs frequent communication and requires to work together for analysing demands and other factors of a project. In terms of Chilled Events, company is using this technique of project management in their operations for designing and development various graphics for their event. As for running a live event there are various graphics and designing which is required and that is to be performed by software development with this technology.
- **Waterfall:** This tool of project management is considered to be most simple as well as old is technique in carrying out a project it is also known as software development life cycle which focuses on making a solid plan for effective execution of a project. Waterfall technique of project management is sequential means in which activities has to be completed before the next activity starts in the pipeline. In this technique needs should be defined in the beginning for carrying an event so that there is a specific planning as well as company's project plan could be carried effectively (Aubry and Lavoie-Tremblay, 2018). In terms of Chilled Events company is using this technique of project management in their operations for making effective planning and execution of their project which is life event. With this technique event could be e carried in an effective manner by completing one role and responsibility. Waterfall model of project management is useful for company as it helps in in executing various activities and task which are required to be performed by company for running a live event as there are various roles and functions which are to be performed in event.
- **Prince2:** This technique of project management is made up of principal and processes in this principles its standard enables it which is to be implemented by any company in respective of its nature that enables company to take appropriate action for having successful completion of projects (Bond-Barnard, Fletcher and Steyn, 2018). In terms of Chilled Events company is using this project management technique that helps company's operations to perform with process in taking various actions and decisions in terms of running effective add a project. This technique of project management helps company to take various effective decisions and design strategies according to the

actions so that project plan should be accomplished well and profitability could be increased. As when decisions of activities which are to be performed are taken in an effective manner as a result execution of task could be performed without any delay or confusion and live event it could be carried successfully.

- **Scrum:** In this methodology of project management which state that it focuses on enhancing communication speed of development as well as team work in a project in scrum methodology team is led by scrum Master which is also known as subject matter expert who is making companies way for seamless collaboration or encourages team members to have planned outcomes as a result (Chakkol, Selviaridis and Finne, 2018). This technique of project management focus on keeping in mind requirement of software development team and with changing times as many teams are either using a derivative or using combine with other methodology. In terms of Chilled Events, company is using scrum methodology in their operations for having communication and speed of development as well as working in a team so that work and responsibilities could be performed in event effectively without having any confusion or delay.
- **Critical path method:** It is said to be an effective technique of project management which places and emphasize on amount of time which is taken to complete a project this technique of project management motivates team to come to conclusion at a more rapid speed while there is striking harder than ever to reach deadlines on or before the desired due date (Czischke and Huisman, 2018). In terms of Chilled Events company is using this technique in their operations and project management to determine specific time which is required to perform a role and activity for carrying up an event successfully. As it is necessary to determine time scale of various activities which is required to be performed within a specific time period.
- **Work breakdown structure:** As every project is made up of different small and big activities which could be taken by project managers or team members. Work breakdown structure technique of project management makes a larger complex task by organising or breaking them into smaller, manageable chunks. Work breakdown structure is said to be a key project deliverable which defines a detailed cost and time estimate to help managers by having clear understanding as if managers of company estimates will exceed intended budget or deadline (Geraldi and Söderlund, 2018) . In terms of Chilled Events company is using work breakdown structure in project management technique for carrying out different small and big task in their live event and also for working in a

team. As work breakdown structure will help in identifying various activities which are to be performed for carrying live event successfully.

As these techniques and tools of project management helps companies for running and carrying live event project successfully as taking into consideration of present coronavirus pandemic situation it is important to use this technique of project management so that the event could be managed well with taking off safety and security precautions in event (Hughes, Rana and Dwivedi, 2020) By using this technique of project management for performing a live event it will be beneficial for company to raise profitability and revenues also with taking care of present pandemic disease in a safety manner.

Implementation plan of project as well as relevant steps that should be followed as well as how this plan will going to be implemented.

Implementation plan basically presents and map about how to bring company's strategic plan to life by breaking into identifiable steps that in every steps which is assigned to a team member of company on setting as well as planning up a timeline. Implementation plan is used as a support device for company's strategic plan, an implementation plan maps out how to bring company's strategic plan to life by breaking it into identifiable steps, where each step is assigned a to team member to complete on a set timeline (von Danwitz, 2018). By carrying implementation plan it provides various benefits to company which consists of enhancement of cooperation, ensuring buy in of company, staying as well as keeping on track and increasing productivity of company. As it deals in assigning responsibilities and roles for completing and performing live event project in an effective manner. As when work as well as roles are performed in an effective manner it helps in gaining profitability for company.

To implement the work plan or strategy for the concert, there are various plans and actions that event organizer should follow the guidelines such as:

Develop event goal and objectives: The basic step is to take plan the event is to establish a tangible goal and objectives. First of all make a to do list in that organizer have to know about the logistic that is required. In the prospective of concert show things will require like: podium, mike, amplifier and various other thing (Jøranli, 2018). Setting a goal with quantifiable metrics of success will make it easier for the organizer to assure to reach them.

In the context of chilled projects, if they are looking forward to do a concert show they have to organise team, they takes a concerted team effort to manage all the details and identifying one key event manager or chairperson for subcommittees such as: volunteer management, sponsors, publicity, entertainment, speakers and venue management. Organiser of the project they have to take briefing of the team members and assign work to them. After

that they have to develop system of accountability along with the preventing reckons fro falling to the wayside. They have to allow delegate and also remember the accounts for committee meeting in event planning timing (von Danwitz, S., 2018).

Establish the budget: It is very important part of planning a project, there are many great ideas fall by the way side because event team generally came with it forgot to take their budget into consideration before beginning to plan. There are some critical expenses that need to include in budget that is given below:

- **venue:** To perform a show, event organiser are responsible to decide the place and should encompasses the rental as well as any insurance that need to purchase.
- **Food and drink:** They have to know number of people in the event and after they should order some extra food or beverages items. This thing will gives benefit, if some one wants to eat more. So they are able to take extra item.
- **Entertainment:** It is also very important, before arranging the logistic they have to cross cheque all the things such as, mikes, drawn, led screen, projector or various thing (Jovanovic and Beric, 2018). This field can be customized however require to be, weather its allocated for speakers, DJ. Make sure they have wiggle room, vanity van or accommodation costs along with compensation.
- **Decor:** They are responsible for all arrangements, flower petals, net curtains and various items. Establishing the cost upfront that will help to organizer to determine which one they can afford.
- **Staff:** It requires the number of staff, however it's key to account for the transportation and lodging cost of the staff (Tshuma, Steyn and Van Waveren, 2018). According to arrangements, event organizer have to know how many staffs are required. So that operation can run smoothly or significantly.
- **Marketing:** It is very important tool to promote the brand value as well as image. To promote the event, they have to use social media platforms such as Facebook, Instagram live video channels and putting flyer over the town. This thing will help to enhance the business.
- **Software:** They have to check all the soft-wares before starting of concert and also considering incorporating into event planning.

For instance, if chilled projects have not picked a venue, it is very important to keep the maximum that can afford spend in mind before making those decisions.

Set the date: Chilled projects must know the date might already be pre set for a recruiting event and be sure considering the following point such as, they have to plan 4 to 6

months before, so that operation will run successfully, prevention of lack of barrier (Keers and van Fenema, 2018). They have to aware of statutory and religious holidays, avoid school holidays time period such as, summer or winter holidays. They are responsible for check the dates with key participants like speakers, presenters and VIP guest.

Develop event master plan: once company have good idea of all the cost and timeline associated with event. Master plan helps like back up plan as well as making easier to coordinate with volunteers and event committee member. Master plan including overall aspects such as, venue, logistics and catering management, speakers and presenters to identifying their logistic and management. Publicity and promotion like , online promotion, social media etc.

Book the venue: thee are some important things that have to be consider such as, accessibility, venue have a accessible entrance and elevators. This and many other factors go into choosing space that ll participants will feel comfortable in (Sutrisna and Goulding, 2019).

Size: If an event for 50 people they will need different space than one for 500. it consider company need to separate rooms for breakout session.

Identify the establish partnership and sponsors, it is very essential because sponsorship or partnership saves the monetary fund and also enhance the brand name as well as image this thing will help to enhance their productivity. So, business can run smoothly and efficiently. They have to looking corporate sponsor to fund a portion of the event and also do partnering with community organizations that might be able to offer a venue or assistance with organising or staffing an event (Marinho, Sampaio and Moura, 2018).

Develop publicity plan: This thing also consider as promotion plan for the business such as web announcement, electronic mail, social media, press and media connections and printed materials.

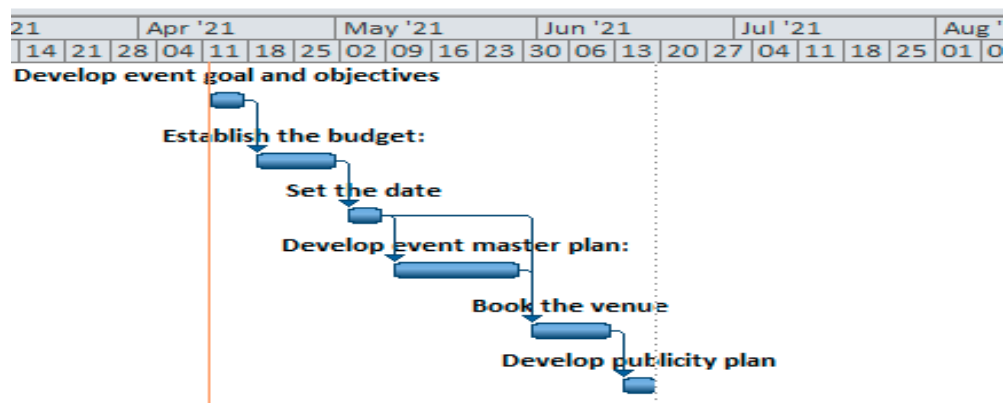
In last determine day of process to prepared everything going on around the event and also keep tracking on the order of the event itself and planning out program is the next step. In the context of chilled projects they have to make appropriate list, and check all required things and often been said that success of anything stems from good planning. If company wondering what makes event successful, then this is the best way to start by making planned comprehensively and appropriately and that simply means things are getting moving well in advance which is important to become successful event.

In order to present this data as well as information of live event project of event management and planning company (Matthews, Stanley and Davidson, 2019). There is implementation plan which is to be carried in order to perform various stages of planning and carrying up an event. And for carrying up event successfully it is necessary to perform all tasks

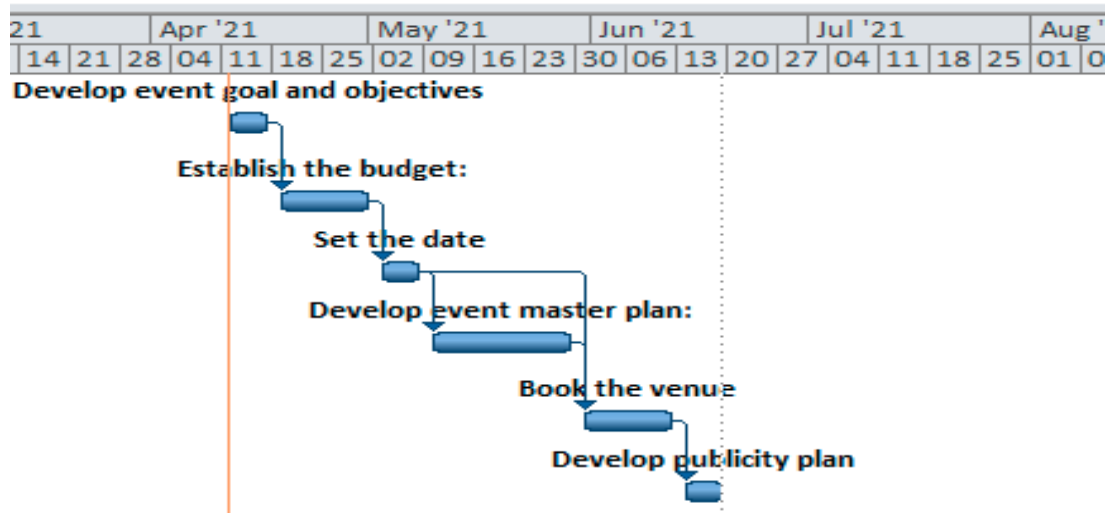
and activities for carrying up an event. And for that Gantt chart of activities is to be prepared in order to have idea of activities which are required to be performed.

Gantt chart:

As Gantt chart is a kind of bar chart which defines a schedule of project. As this chart shows as well as presents dependency relationship among different activities and present schedule status of company. It is taken as a base for timeline of project. Gantt chart is divided sides where left side identifies project activities and top side shows time frame of project (Riis, Hellström and Wikström, 2019). Length of charts that relates activity's time chart of completing activity. It is a pictorial representation that makes easy to evaluate progress of project and beneficial for analysing activities.



Task Mode	Task Name	Duration	Start	Finish	Predecessors
	Develop event goal and objectives	1 wk	Mon 12-04-21	Fri 16-04-21	
	Establish the budget:	2 wks	Mon 19-04-21	Fri 30-04-21	1
	Set the date	1 wk	Mon 03-05-21	Fri 07-05-21	2
	Develop event master plan:	3 wks	Mon 10-05-21	Fri 28-05-21	3
	Book the venue	2 wks	Mon 31-05-21	Fri 11-06-21	3,4
	Develop publicity plan	1 wk	Mon 14-06-21	Fri 18-06-21	5



Critical evaluation of ability to manage a project with self assessment plan.

Self development plan or personal development planning is referred as a process of creating as well as designing an action plan which is based on awareness , reflection, goal setting , awareness along with planning for having personal development in terms of establishment of career, education as well as relationship and self improvement (Nachbagauer and Schirl-Boeck, 2019). Self development relates in determining strengths and weaknesses and according to that build different strategies so that performance of company could be improved in higher terms. In terms of Chilled Events, self development plan could carried by performing SWOT analysis. As for managing a live event SWOT analysis of company is as follows:

Strengths	Strengths of company are said to be its positive points which helps them in dealing with uncertainties. • Company provides specialised as well as superior service. • Chilled events is having motivated and experienced team. • Company has strong relationships with partners as well as vendors. • There is good and effective PR as well as good market share (Nagorny-Koring and Nohta, 2018). • There is focused networking in event planning and management sector.
Weaknesses	Weaknesses of company are said to be its areas of improvements of company. In these areas company requires improvement. • There is shortage of funds. • Company faces difficulty in building awareness in markets. • There is inability to scale at large. • Company sometimes faces lack of media as well as corporate contacts.
Opportunities	Opportunities of company are said to be present chances of company that could be grabbed by company in order to achieve profitability. • There is growing demand of events planning as well as management in corporate markets. • There are various new markets which are present in corporate world. • There is support form local authorities which is present in markets. • There is an opportunity of favourable economic conditions which is present in market.
Threats	Threats refers to fears of company that could cause harm to company from competition which are present in corporate markets. • Company could face a threat of recession in markets. • There is an inability of searching skilled resources (Nyarirangwe and Babatunde, 2018). • There is future competition from complementary service providers. • There is unavailability or expensive raw materials in markets which are related to event planning.

Along with personal development plan could be made on basis of strengths and weaknesses. As this plan helps in overcoming weaknesses of company. In terms of Chilled Events, personal development plan of company is as follows:

Sr No	Learning objective	Current proficiency	Target proficiency	Development opportunities	Time scale
1	Decision making skills	In present scenario I score average in my decision making skills that further requires enhancement.	To gear up and Speed up as well as authentic even in most crucial situations (Papadonikolaki, van Oel, and Kagioglou, 2019).	For developing and creating this competency, I will gain further experience and knowledge of business analysis process. Also I will make use of Six Thinking Hats technique that would help me to analyse various aspects in terms of a situation.	19/03/21
2	Analytical skills	Presently company is having average analytical skills.	To develop proficiency to visualize, articulate or resolve both intricate and fundamental problems as well as challenges.	To enhance this skill company could attend analytical skill training involving workshops on critical thinking as well as strategic management.	21/03/21
3	Leadership skills	As company is being too flexible	To perfectly balance	By attending open leadership	23/03/21

		as a leader and there is a average score in its leadership skills.	authoritative factors of leadership to make employees follow their instructions through participative leadership style.	development sessions along with Tailored leadership training courses to improve leadership skills.	
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As by having personal development plan it will be beneficial for leader of company as well as for company for experiencing growth factor and according to that strategies and planning for creating event effectively is performed in a specified manner (Paton and Andrew, 2019), As personal development plan helps in enhancing skills as well as overcoming weaknesses of company. And according to that plan different planning as well as operations through which events will be carried in an effective way and profitability of company could be highly increased. As personal development plan helps in dealing with competition and current situation of coronavirus pandemic. As for carrying and running an event in coronavirus pandemic situation is not easy. There is lot of risk which is present and various precautions that are to be taken rightly and effectively in carrying up live event by company (Paver and Duffield, 2019).

Recommendations

As for managing an event project successful there are some of recommendations that could be provided to company in order to carry a successful and profitable events. As in terms of Chilled events, some of recommendations which could be provided to company for managing as well as running event planning successfully are as follows:

- ***Designing SMART goals:*** For managing a successful event it is recommended to Chilled Events that company should create their SMART goals in terms of building business, having measurable strategy. Sharing and promoting company through live events their profitability and revenues could be highly generated.
- ***Understanding and determining limits:*** As company is recommended to determine and fix limitations for their every projects. It is important for company to decide to carry a

live event event's time plan for having effective operations. As carrying up a big events, company should prepare months ahead.

- ***Being flexible towards changes in size, other details as well as location:*** Chilled Events should be flexible in terms of accepting changes that could be occur in size, location and in different ways which company has originally envisioned.
- ***Considering crowd funding:*** It is recommended to company that crowdfunding could be used as a method of financing so that crowd funding will help company in mitigating risk which could be occurred in carrying event successfully.
- ***Getting online:*** For running an event successfully in a perfect way to up social media presence. As by creating an online presence of event on social media site like Twitter which will encourage company in building followers as well as creating a brand image in minds of customers. So Chilled events is recommended that company use online media modes so that its reach could be highly build up.
- ***Assigning responsibilities:*** For carrying up an successful event company is recommended to assign responsibilities to teams so that work as well as planning could be performed effectively without having any confusion about role and responsibilities that are to be performed well by company's staff members.
- ***Deciding upon targetting audience well:*** As company should decide about target audience firstly that are going to be present on day of event. As determining target audience is said to be first and foremost element role which is to be performed and according to that strategies and planning for carrying out is carried in an effective way.
- ***Financial plan:*** As Chilled Events is recommended to build and create a strong financial plan. As when financial plan is determined properly it will become easy for company carry operations as well as activities of live events and generate profitability for them.

CONCLUSION

From above report it has been concluded that project management is said to be method of working in a team in order to accomplish goals as well as objectives of company with in a specific period of time. As this report is based on managing a live event project of an event planning company. As this report briefly explains about usefulness as well as beneficiaries to carrying up an project successfully through explanation of different tools and techniques which are used in analysis. Along with that there is an explanation of implementation plan that defines important stages for carrying out a plan effectively and explanation of different stages which are

required for planning a successful live event. There is also a self assessment analysis in which strengths as well as weaknesses that are to be identified for running an event project successfully. And according to determined strengths and weaknesses strategies could be formulated better.

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