

Bachelors of Arts (Hons) Leadership and Management Skills for the Workplace
Managing Projects in the Organisation
BMSW 5104_LON



“Where Trance Lovers Unite ”

Student name: Maria Luisa Salvagno
Student Number: 1818772
Lecturer: Dr Dan Hart
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Executive Summary

This report aims to deliver a successful launch event for the efficiency of a project manager.

United Trance is a day and night time event that delivers different types of entertainment, and it can be in a local pub, boat, open-air rooftop events and supper clubs in London,

This venture will commence with Maria Luisa Salvagno, who has had significant experience in previous event management and a passion for Trance Music and the trance family community.

Tickets for the events will be sold at a competitive price to align with other event management competitors.

The events will bring a variety of local up and coming Dj's and the main headliner.

This small business will start with the help and cooperation of friends who are also passionate about Trance Music, and there will be no cost; they agree because it helps the business to get off the ground.

The plan for this project has already started back in January 2021 and had plans to be delivered in August, but due to the Coronavirus pandemic, so the delivery date has now changed, and it will be on New Year's Eve 2021

Introduction

During the pandemic of Covid – 19, the events had to be cancelled or postponed, following the government guidelines. However, we aim to return as soon as we are allowed. Since music events consist of large crowds, we will have to take extra measures to protect our customers and staff members against the Coronavirus.

This report will be working on the launch of the United Trance boat party for New Year's Eve 2021. In this project.

I aim to demonstrate how to manage projects in the organisation with the new knowledge that I am acquiring during my lectures.

For this project, I will be using project management tools and techniques that will underpin my report, I have been testing a project management tool called Trello, and I hope to implement this tool to help me with project scheduling.

For this project, I will be using the Gantt Chart technique to define the Project Scope stages of the project in which they will take on one after the other.

It will be of a design it will be separated by:

Prototype, test, revising, and production will always bring the theory together with the implementation. Also, there are tools called Prince 2, Agile, Scrum or waterfall. However, in this project management, I will use "Agile" because it will help follow a cycle (meet, plan, design, develop, test and evaluate the project) as it goes in a linear path, adjusting it all as the project goes on.

To help me produce the Gantt chart, I will use Mindview software as a tool and have it all at a glance whilst analysing the project scope and keeping it in control.

I will also focus on SWOT Analysis to identify my strengths and weaknesses in managing projects.

The project aims to sell out if all goes well with the pandemic since a boat is more of an intimate venue

Project Objective

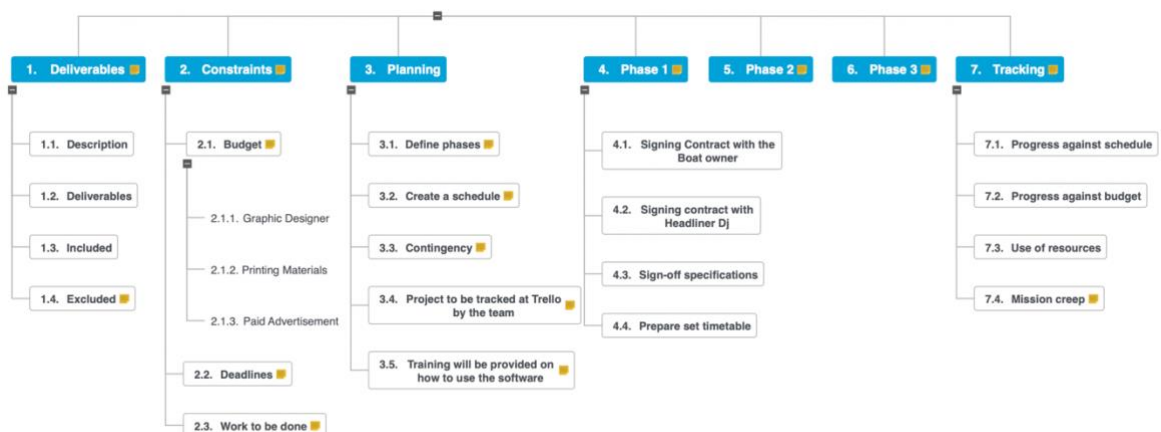
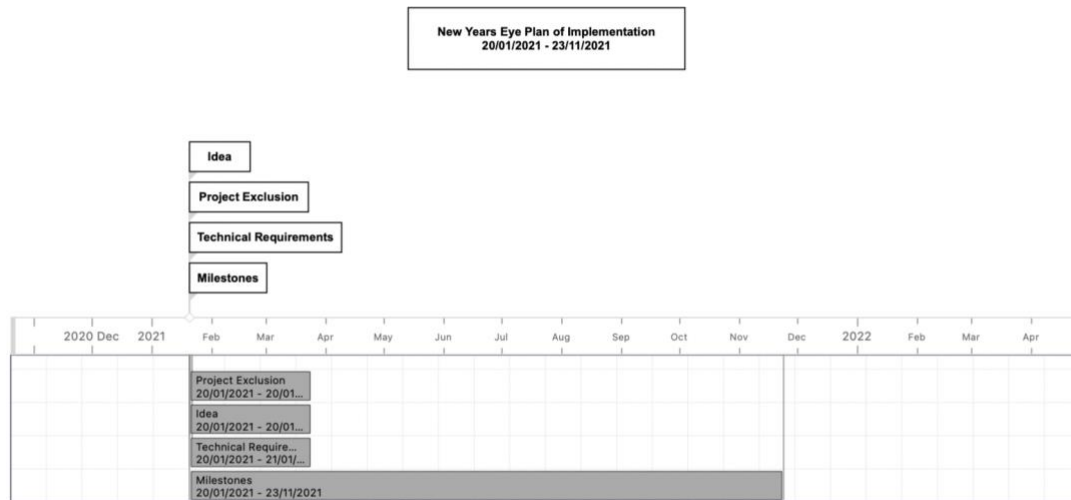
A project is a constructed material that brings all the details about an agreed work that possesses a timetable and detailed resources and is coordinated from the start to the end. (Hobbs, 2015)

The objective of his project is to deliver a New Years eve Party, but to avoid any issues related with Coronavirus, we will follow the guideline and do a boat party where most of the deck are open air and the capacity will be slightly reduced.

And the costs for this event shall not exceed the Ammount of £2,000

And the project will be delivered on 31st December 2021

Implementation Plan - CPM - Critical Path



Gantt Chart created by myself on Mindview and below it will be an explanation about how it works.

The Gantt chart represents a project schedule named after its inventor; Henry Gantt was the person who produced such a chart around 1910–1915. However, modern Gantt charts also show the dependency relationships between projects and the current program status (Mind Tools, 2021)

The Gantt chart explains the milestones and the period it will take for the event to be delivered.

The Gantt chart represents a project schedule named after its inventor; Henry Gantt was the person who produced such a chart around 1910–1915. However, modern Gantt charts also show the dependency relationships between projects and the current program status. Below will be the explanation about the:

- Project Scope
- Introducing the Team
- The deal between Project Manager and Boat owner
- Stakeholder
- Deliverables
- Milestones

Project Scope

According to several books I have read about this subject, the project scope is a document created, and it will contain every step of the way and everything the project will do and deliver. Having a document like this in place will avoid stakeholders becoming disappointed or building up any incorrect expectations (Graham, 2015)

Introducing the Team

Since this is a small event of under one hundred guests in a boat, the assigned working team for this event will be small.

In Collaboration there will be two workers

The first will be Rascal Van Russ, who will be serving as a “Runner” dealing with serving the Dj’s when they are playing in the Dj Booth and keeping an eye in case Dj’s will ask anything, drink or help.

Moreover, the other Assigned helper is Daniele Lo Prest, who will deal as a promotion lead and promote the event through local channels and send out the press releases.

During the event day, he will also help as a runner and any other issues that may arise. As for securities, hostess and bar staff, they are all hired directly by the boat owners and it is included in the deal we have organised.

What is the deal in between the Project Manager and the boat owner

This event will happen as a partnership between the Project Manager and boat owners for new years eve.

The Event Managers will be in charge of organising the boat part and will earn money with the ticket sales and merchandise. No fee will be paid to use the boat facilities.

Boat management will provide hostess, security, drinks, and bar staff and earn money behind the bar with drinks and food sales.

Stakeholders

According to Investopedia, A stakeholder has an investment in a business or partnership.

It can either influence or be modified by the business. The main stakeholders in a typical enterprise are those who invest money, workers, consumers, and suppliers (Investopedia, 2021)

For this event, the primary stakeholders are the fans, the media, the suppliers

- Fans (guests)

We will liaise via all social media platforms such as Facebook, Instagram, and ticket sales platform with them. There will be communicated via mailing list and text message as well.

Having this communication in place will ensure we can communicate with stakeholders in case we have another lockdown or any other issue.

- Boat Owners

We will liaise with the boat owner via email most of the time, but during the day of the event, it will happen in person, as we will be together in the same boat.

- Graphic Designer and T-shirt printing services

These services will mainly be in contact via email or phone call until this material is fully delivered.

- Media

We will keep them informed about our project all the time in regards about the project because it can possibly be featured on the news

We will bring all stakeholders together and engage their views

Deliverables

Deliverables are the so called products or services that will be delivered in the end of a project and it its also added to the project scope (Graham, 2015)

For this project, the deliverables are:

The event will run from 20:00 till 1:00 AM.

The event management will have the mission to deliver five DJ sets of one hour each.

Four out of these DJ's are local Trance talents, and the main headline will also be a local DJ

Set 1- Warm – up set

20:00 – 21:00 Dj Rascal Van Russ

21:00 – 22:00 Dj Dom Richards

22:00 – 23:00 Dj David Murtagh

23:00 – 00:00 Daniele Lo Presti

00:00 – 01:00 Dj Dan Stone (Headline till it ends)

This event will also deliver clubbing merchandise, such as T-shirts and Vests.

Milestones

From now Zero till December it will take:

- One month to hire the boat and sign all documents
- Two days to hire DJ's

- Two weeks to design the creative production for the flyers and to print it graphically
- Will spend every month promoting the event using social media platforms with organic and paid traffic when lockdown is fully lifted.

Technical Requirements

There will be no need for technical requirements for this event since there will be present and responsible for a boat manager who will deal with any issue that may arise with the sound system.

Although as a backup plan, DJs and I have a great understanding of the Dj decks if any issue arises in that sense.

Limits and Exclusions

This event is not going to deliver food or drinks.

Drinks and food will be served by the boat management itself.

The ability to manage a project

The ability to manage a project is very important because it will show the amount of time required to complete each task and reveal all those pending tasks.

For example:

- The real-time (which is the actual time)
- The Available time (which shows the amount of time free in the schedule for the completion)
- Slack time (which is the difference in between the time available and the real-time)

Although in the light of pandemic, many things can change and are uncertain because it could be that restrictions will be lifted and remain unlifted, and it could be that we will get into a hard lockdown again. Everything is uncertain, but we will do everything in our power to follow the government guidelines to protect and save lives, and if it means cancelling the event, we will do.

It is a considerable gamble to plan an event right now, but it is essential to keep a positive outlook and work towards a hopefully much more promising future.

A good project manager takes a great deal of leadership in the project, with proactive qualities, is decisive, leads by example, and is very diplomatic.

To raise extra money for this event and hopefully be able to invest in more luxurious decoration, we will.

- Run an online quiz night

Organise a music-themed quiz night via zoom call.

- Hold a raffle

A raffle is a great idea to make extra cash. We will ask a local business to sponsor and donate prizes in exchange for promotion. Ten per cent of earning will also be donated to local charities to help people affected by the pandemic.

Event Promotions and internal Marketing Strategy

A marketing plan is vital to find and keep new customers to the business because it builds a confident trust between the client and the business, helping the establishment to be seen with a giant eye from the public (CFI, 2021)

- There will be posters and flyers
- Written press release
- Local paper, radio and listing magazines will be contacted, such as Dj Mag and Mix Mag
- Friends will be emailed, colleagues and family
- There will be Twitter Facebook, and Instagram account up and running
- Dj's will have a hold of tickets to sell themselves as a priority for the families and friends

Time Management

As part of the project, time management is critical to achieve the goals and help the business run smoothly.

We will also have a series of online meetings to see how the team gets on with tasks and brainstorm new ideas.

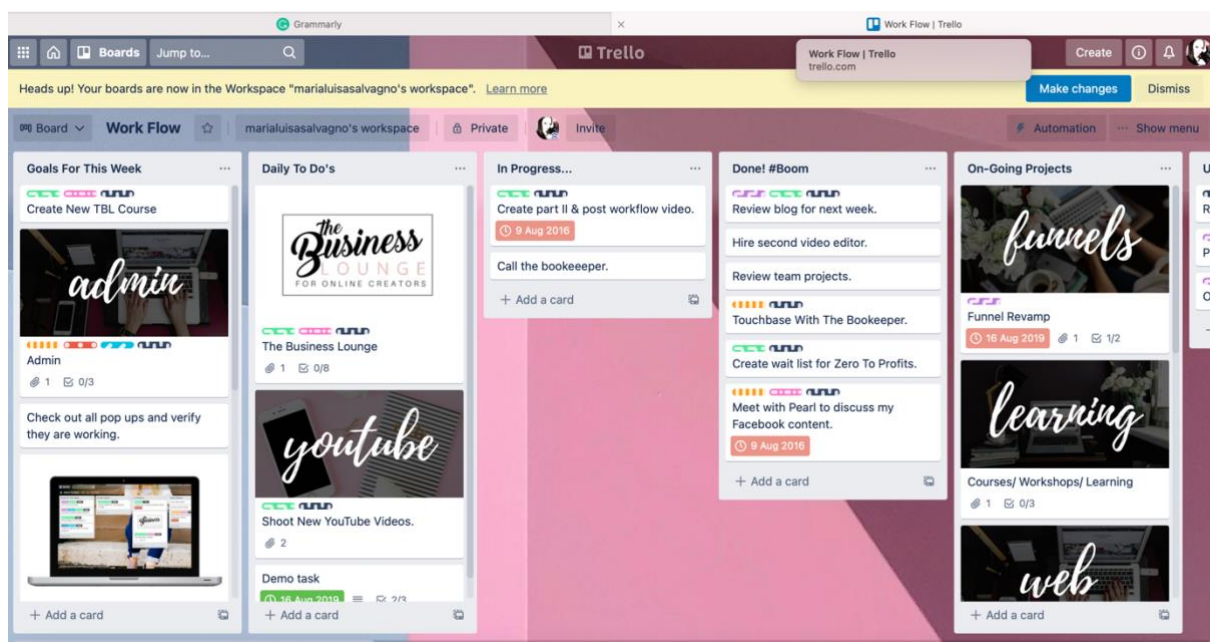
Time management is crucial to any business, and it is also part of leadership, and it will help the most critical tasks to achieve fast (CFI, 2021)

For time management, we will be using Trello Software.

Inside Trello, we can share tasks and creative ideas for the business and see how it's going for everyone in real-time.

- It allows us to time track the work
- Check the workflow
- Do automation
- Fill up forms
- Prepare social media creative work and store it at a glance

Here are some examples of some of my open cards at Trello

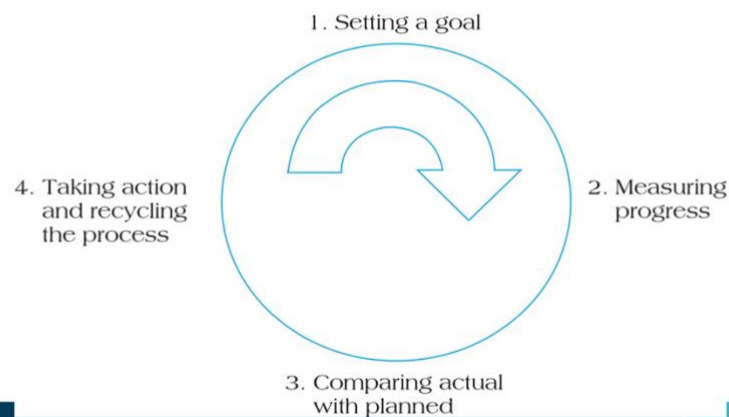


Project Control Cycle

It's very important is to be aware and keep an eye in the project control cycle, like setting a goal, measuring the progress, comparing, taking action and recycling the progress

These steps goes either for a small project or a bigger level because these phases will help a manager to keep organised and avoid stress during the joourney whilst mapping everything (Lucid Chart, 2021)

Figure 13.2 The Project Control Cycle



SWOT Analysis Analysis

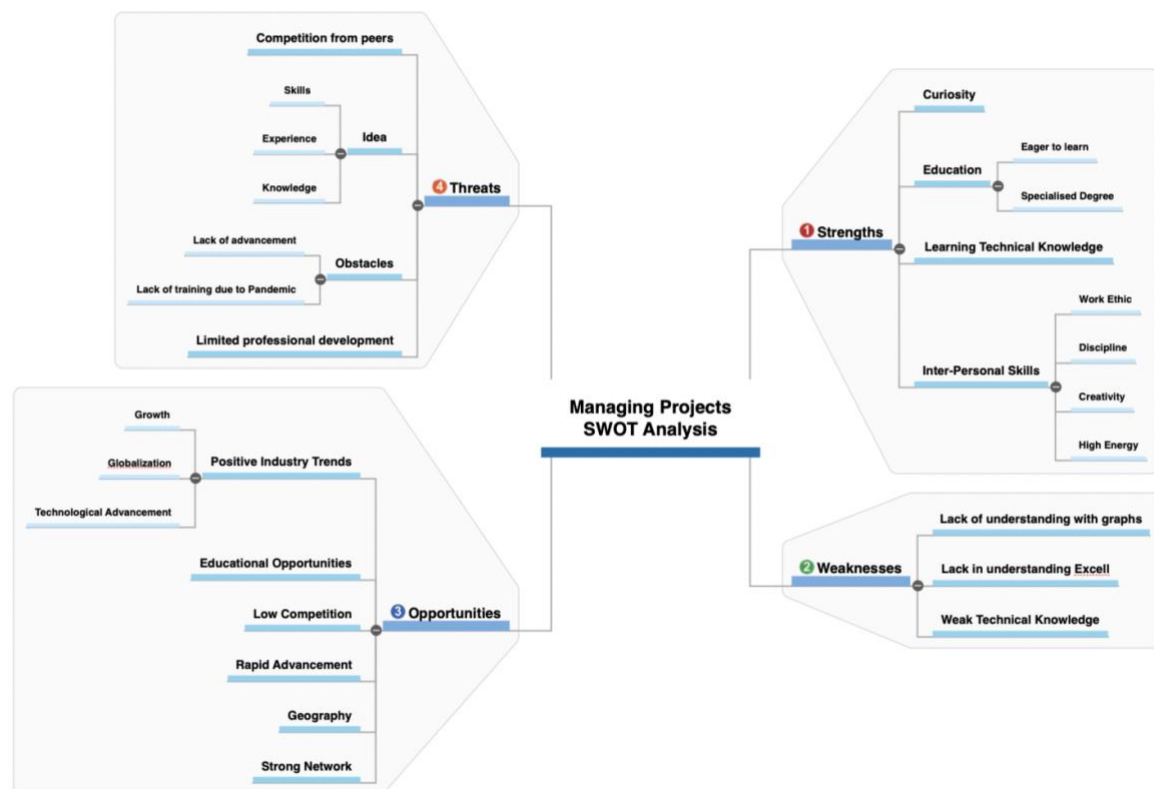
Like any other tool, the SWOT Analysis helps me identify my strengths and weaknesses, and it will be no different in managing projects.

While putting the assignment together, I have noticed a few strengths and weaknesses, and it came as a great awareness because it opened my eyes to what I must do to get better in this subject.

SWOT Analysis will help in many stages of a person life; it can be a career, personal life, business and project management.

It servers many purposes. It is a very strategic tool, and when well implemented, it will help an individual go ahead and make more proactive decisions in life or work (CIPD, 2021)

Below you will see a graphic I have prepared and I will explain what I mean there below



1. Strenghts

Strenght is what a person or an organisation does well when it compares to a competitor. Measuring strenghts will make a person or business have a higher value in the marketplace (Mind Tools, 2021).

As a strength, I believe to possess curiosity, which makes me learn more, and I am eager to learn, and that is why I have been taking a Specialised degree in more technical knowledge. I like to work with excellent ethics, discipline and I am a very creative person. I have high energy, which I believe is a positive point when executing a project management task, as the strength I also possess excellent interpersonal skills. I hope it will help me throughout my career time.

2. Weaknessess

During the assignment preparation, I have noticed a lack in graphs preparation; I am very creative and understand what I wish to externalise via a graphic or an excel sheet. I

Although I noticed I have difficulty making it look the way I wish and the way it looks in my mind, I felt the technicalities of software became a barrier. It took a long time to do work that my competitors would probably do in a few minutes.

have also self - learning online and on youtube, but nothing exchange the company our amazing professors in the Campus and we haven't have that since the beginning of pandemic.

I have this awareness and understanding, and I will look into getting one-on-one academic support in the future when we are back in the university because I believe I can get better if I am showed how it works in person. I find it very exciting because it is something I have always dreamed of learning. I know it will help me to develop my career as a project manager like a pro.

3. Opportunities

In the opportunities session, I have noticed that I am very optimistic about the industry trends for Trance Music or business as a whole.

I am always looking to learn and take on educational opportunities that will help me go further professionally and in life because it gives a rapid advancement.

I mentioned geographically because nowadays, many businesses are moving to a more online path, and employees may gain geographic freedom and be able to work from anywhere they want in the world.

So I thought, being a project manager may open this opportunity for me whilst I gain technology advancement as part of the globalisation growth.

4. Threats

When it comes to threats in managing projects for me, the first thing that came to mind was the Obstacles that I may have because of the lack of skills I have, the uncertainty about the pandemic, how long it is—going to last? Is it going away? Is it ever coming back again?

When dealing with the public in project management, threats are real. If we do not know what the future holds, we can get scared because it withholds our professional development and many ideas in mind and wants to use the skills we learned in university in the real world.

Conclusion

In conclusion, I came to find out the importance of putting together a project management work that will first ease out future customers because everyone is feeling very unsettled due to the pandemic.

Suppose the government gives us a green sign. In that case, it will be essential to reassure clients that our event will follow the government guidelines and reduce the number of guests in the boat party.

As part of precaution, instead of hiring an indoor venue, we have transitioned to an open-air boat party to give extra health and safety and a pleasant journey to our customers.

Regarding putting project management together, I came to find out how important it is for a team to communicate together and in synchronisation.

Not only the internal chosen team but also all the stakeholders, because if any information is misunderstood or missing, part of the plan can go wrong quickly.

It was fascinating to learn different tools and techniques used professionally in project management, such as Agile.

I gained the understanding that some tools and techniques do work for a specific project but not for others, and it will be fun to experiment with them along with my career and learn more and more along the way.

For example, some tools will work for construction but not so well for other types of projects, like IT or event management.

Working in the Gantt chart made me understand the importance of finding the progress of the work from the beginning till the end.

I wish I had more knowledge of how to create the graphics the way I would have loved to, but I guess with more learning and dedication, I will eventually learn better, and it will become natural.

And to finalise this conclusion, I would like to mention my SWOT Analysis.

It gave me great insight into where I am with my knowledge, studies, and career concerning project management.

Not only that, but for my life as well, it was actual eye-opening, and from now on, I will do this more often to keep monitoring my progress.

It was great to pinpoint my strengths and a great reminder that I do have them, and at times we quickly forget about them.

I enjoyed checking where I am at with the threats and strengths and the opportunities that may lay ahead.

The Coronavirus pandemic closed the door for us in many ways and opened different ones we are now more aware of, like working online and remotely. With the proper knowledge, we can work from anywhere in the world.

After learning all these new skills, I feel thrilled and cheerful and more confident to face new challenges and exciting opportunities that the future may hold.

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