

Project Management

OMIS 6750 N

Case Study #1

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## Executive Summary

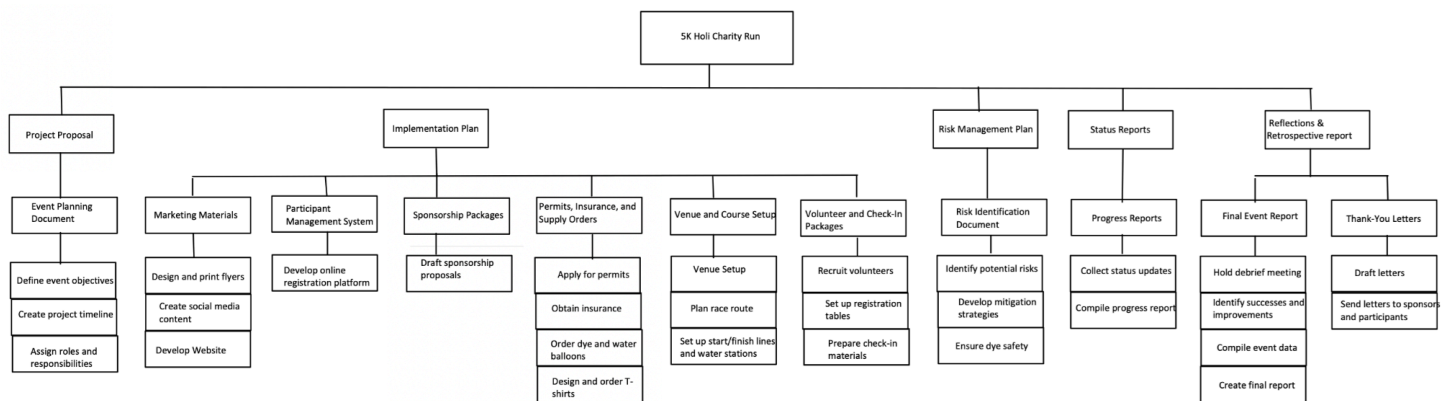
Brandon (Chair) from Omega Theta Pi and Olivia Pomerleau (Co-chair) are planning to organize a Charity Run based on the Traditional Indian Holiday of Holi, which involves colors thrown on participants as they run past checkpoints. The total cost of the project, including direct, overhead and general & admission costs was calculated to be \$5,040. The aim of the project is to raise at least \$10,000 and have at least 500 participants in the run. Taking this into account, the final amount available to donate would be \$4960, and the project would take approximately 2 months to complete.

## Deliverables

Major deliverables for the 5k run include the following:

1. Project proposal
2. Implementation plan
3. Risk management plan
4. Status report
5. Project reflections and retrospectives report

## Work Breakdown Structure



Developing a work breakdown structure is of great importance, as it gives a sense of hierarchical importance that establishes connections between the elements of a project and the end items that come as a result of it. It is essentially a framework which would have provided the team clear structure to reduce the confusion they faced; it would help in organizing action items so that every deliverable is broken down until it is at the level that a single person can execute work packages, the lowest part of the hierarchy. This allows for accountability so that overlap and confusion do not happen; this would have alleviated the disorganization which occurred in the preliminary meeting for the project.

The structure itself of the work breakdown structure helps in evaluating the time, cost and performance at each level for the 5K run project. Essentially, because each item in the WBS needs a time and cost estimate, it would be much easier for Brandon to plan, schedule, and budget the project. The WBS could help Brandon to define communication channels because it shows where responsibility is allocated, and so he would know exactly who to get in touch with at any moment.

The WBS also aids in keeping the team focussed. When each person knows exactly what they are doing, and why they are doing it (what it leads to and what the bigger picture is), it makes it so that less tangents and distractions occur. This helps in the end with the project running smoother, with less time wastage. Resource allocation is also more evident, where each task has exactly what it needs defined out-there is no guessing and the actual process of completing a WBS would help Brandon logically follow through

with what is needed for the project. Finally, the WBS would allow Brandon to get a clear timeline for the project, where he could schedule necessary action items at the correct times.

Some challenges associated with this project may include safety risks; however this is why there is a deliverable attributed to risk management. In particular, a topic which was brought up was the safety of the dye used. This is taken into account and is a work package that an individual person can investigate to ensure that safety is a top priority.

## **Scope Statement**

### **Project Objective**

To organize a 5K charity run based on the theme of Holi within two months, attracting at least 500 participants and raising an ideal of \$10,000.

### **Product Scope Description**

A 5K run event with participants being doused in colored powder at designated points along the race route

### **Deliverables**

1. Project proposal
2. Implementation plan
3. Risk management plan
4. Status reports
5. Project reflections and retrospectives report

### **Milestones**

1. Permits approved – June 10
2. Sponsorships secured – June 22
3. Marketing campaign launch – June 25
4. Participant registration opens – July 1
5. Supplies ordered – July 7
6. Volunteer training completed – July 20
7. Event day – July 31
8. Post-event review completed – August 10

### **Technical Requirements**

1. Safe and non-toxic colored powder
2. User-friendly online registration platform
3. Effective race route planning and signage
4. Coordination with local authorities for permits and security
5. Compliance with health and safety regulations

### **Limits and Exclusions**

1. Event limited to participants aged 18 and above.
2. Work on site is allowed from the times of 9:00am to 5:00pm
3. No on-site medical support provided.
4. Setup and tear-down must happen on event day.
5. Fundraising limited to sponsorships and registration fees.

### **Acceptance Criteria**

1. Minimum of 500 participants registered

### **Customer Review**

Brandon (chair) and Olivia Pomerleau (Co-chair)

## Responsibility Matrix for Event

Deliverables	Brandon	Olivia	Marketing Team	IT Team	Logistics Team	Volunteer Coordinator	Sponsorship Team
Event Planning Document	A	R	C	C	C	C	C
Marketing Materials	C	C	R	R	C	I	C
Participant Management System	C	C	C	R	C	I	C
Sponsorship Packages	C	C	C	C	C	C	R
Permits, Insurance, and Supplies	R	C	C	C	R	C	C
Venue and Course Setup Plan	R	C	C	C	R	C	C
Volunteer and Check-In Packages	C	C	C	C	R	R	C
Risk Identification Document	R	C	C	C	C	C	C
Status Reports	R	C	C	C	C	C	C

Final Event Report	R	C	C	C	C	C	C
Thank-You Letters	R	C	C	C	C	C	C

In this matrix:

- R = Responsible
- A = Accountable
- C = Consulted
- I = Informed

## Time and Cost Estimation

A bottom up approach was chosen as the project has already been defined in detail from the work breakdown structure into clear work packages. It can serve as a way of checking cost elements of these packages and adding them up until a final cost is reached. Furthermore, a bottom up approach was preferred as the organizers of the event do not have much experience with this type of project. Specifically, range estimating was used for the time and cost estimation was done using summary costs based on the work packages which may incur costs as defined in the WBS.

Time Estimation:

WBS ID	Description	Low Estimate (Days)	Average Estimate (Days)	High Estimate (Days)	Range (Days)	Risk Level
101	Event Planning Document	3	5	7	4	Medium
102	Marketing Materials	7	10	14	7	Medium
103	Participant Management System	7	10	14	7	High
104	Sponsorship Packages	7	10	14	7	Medium
105	Permits, Insurance, and Supplies	5	7	10	5	High
106	Venue and Course Setup Plan	5	7	10	5	Medium
107	Volunteer and Check-In Packages	5	7	10	5	Medium
108	Risk Management Plan	5	7	10	5	High
109	Status Reports	3	5	7	4	Medium

110	Final Report	7	10	14	7	High
110.2	Thank-You Letters	3	5	7	4	Low

This range estimation shows the low estimate, average estimate, high estimate, range and risk level. They are defined as:

Low estimate: the shortest time to complete the task if conditions are ideal

Average estimate: the most likely time to complete the task based on past experience

High estimate: the longest possible time to complete the task

Range: the difference between high and low estimates

Risk level: which categorizes each task as low, medium or high risk.

The risk level is determined as the work packages have a level of uncertainty associated with them.

### Cost Estimation:

- Event Planning and Coordination: \$500
  - Meeting expenses: \$200 DOC
  - Materials: 400\$ DC
- Marketing and Promotion: \$1,000
  - Designing and printing flyers: \$200 DC
  - Creating online ads and social media content: \$400 DC
  - Developing website: \$400 DC
- Participant Registration: \$200
  - Creating online registration platform \$200 DC
- Sponsorship and Fundraising: \$300
  - Meeting expenses: \$200 DOC
  - Proposal: 100\$ DOC
- Logistics and Operations: \$1,500
  - Permits: \$1000 DC
  - Supplies: \$500 DC
- Event Day Management: \$500
  - Volunteer expenses \$300 DC
  - Set-up costs \$200 DOC
- Post-Event Activities: \$100
  - Thank you notes \$100 DC

Direct costs: \$3500

Direct Overhead: \$700

Total Direct costs: \$4200

G&A Overhead (20%): \$840



Total costs: \$5040

If the project costs \$5040, and we are aiming for \$10,000 from sponsorships, this leaves \$4960 to donate to charity, and the project will take approximately 2 months.