

OMIS 6750 Group Project

Schulich Art Gallery Event

OMIS 6750 N

Professor. David Elsner

Prepare By

Alvina Aamir 221749742

Kristina Acheampong 216219586

Nazila Najmul Chowdhury 221302054

Nicole Imoru 221125414

Sajjadul Mawla 221743232

Syed Mustafa Moiz 221271754

Wednesday, July 23, 2024

Table of Contents

Executive Summary

Introduction.....	1
Project Analysis.....	2
Project Proposal.....	2
Project Scope Statement.....	5
Stakeholder Analysis.....	7
Priority Matrix.....	9
Work Breakdown Structure.....	10
Project Timeline.....	12
Responsibility Matrix.....	15
Communication Plan.....	17
Time-Phased Budget.....	18
Fundraising Strategies.....	22
Risk Analysis.....	23
Conclusion.....	26
Summary.....	26

Executive Summary

The Schulich Art Gallery Event, scheduled for September 21, 2025, is a premier initiative designed to showcase the creative talents of students from the Schulich School of Business. This annual cultural celebration offers a platform for students to display and sell their artwork, including paintings, sculptures, embroidery, pottery, and crafts. Attendees will also enjoy interactive workshops and light refreshments, making the event both enriching and enjoyable. The event aims to align with the Schulich School of Business's mission to foster a vibrant campus environment that supports student entrepreneurship and community engagement. By highlighting the artistic abilities of students and promoting diverse talents and innovation, the event offers students significant exposure, the chance to sell their artwork, and the development of essential entrepreneurial skills. For the Schulich community, it fosters unity and cultural appreciation, bringing together students, faculty, and local residents.

The event's timeline is meticulously designed to ensure seamless execution, with key milestones including defining the event scope and developing the plan by June 21, 2025, getting approval from stakeholders by June 25, 2025, securing the venue and date confirmation by July 1, 2025, confirming artists, workshop instructors, and vendors by August 27, 2025, launching the marketing campaign by August 12, 2025, finalizing the workshop schedule by September 9, 2025, setting up the event space by September 20, 2025, hosting the event on September 21, 2025, and conducting a post-event meeting with the project team by September 27, 2025.

Financially, the event's estimated cost is \$25,600, allocated in a phased manner to ensure efficient and effective use of resources. June's budget of \$4,700 covers initial brainstorming, project planning, risk assessment, and venue securing, laying a solid foundation for the event's success. In July, \$4,800 will be designated for artwork collection, marketing materials, website development, and the marketing campaign launch. This phase focuses on building awareness and excitement about the event. August's \$9,400 budget is allocated for infrastructure setup, food and beverages, display accessories, marketing, and workshop coordination. This ensures that all logistical aspects are handled smoothly, creating a conducive environment for participants and attendees. September's budget of \$7,500 focuses on artwork delivery, vendor management, event attendance, material procurement, setup, execution, and post-event activities like feedback collection and financial closure. Finally, October's \$900 is allocated for financial accounting, post-event feedback, and documentation, ensuring a thorough review and documentation process that can inform future events.

Potential risks associated with the event include low turnout, insufficient funding, logistical challenges, and health and safety concerns. These risks are mitigated through intensified marketing efforts to ensure high attendance, seeking sponsorships to supplement the budget, detailed event planning to address logistical issues, and implementing robust safety protocols to protect participants and attendees. To fund the event, a multi-faceted strategy has been developed that includes securing sponsorships from local businesses and corporate sponsors, engaging alumni and community members through a donation campaign, generating revenue via ticketed workshops or premium event access, forming strategic partnerships for in-kind contributions, and applying for grants from arts councils and philanthropic organizations. These strategies aim to provide financial backing, enhance the event's credibility and reach, and ensure its success while promoting student artwork and community engagement. By securing diverse funding sources, the event can maintain financial stability and continue to grow in scale and impact.

In essence, the Schulich Art Gallery Event is more than an exhibition; it is a celebration of student talent and a testament to Schulich's commitment to a culturally enriched environment. It promises tangible benefits such as increased student engagement, enhanced community connections, and invaluable real-world experience in event management and marketing. By aligning with the school's strategic goals, the Schulich Art Gallery Event exemplifies how cultural initiatives can drive organizational success and community cohesion. The event's comprehensive planning, robust risk management strategies, and diversified funding approach ensure that it will not only achieve its immediate goals but also set a precedent for future initiatives that support the artistic and entrepreneurial aspirations of students. Through this event, Schulich reinforces its role as a nurturing ground for diverse talents and a vibrant hub of creativity and innovation.

Introduction

This proposal outlines the comprehensive planning and execution strategy for the Schulich Art Gallery Event, scheduled for September 21, 2025. This event is aimed at celebrating and showcasing the creative talents of students at the Schulich School of Business, providing a platform for them to display and sell their artwork, including paintings, sculptures, embroidery, pottery, and other crafts. The event aims to highlight the diverse creative abilities within the student body while fostering artistic appreciation and community engagement. Interactive workshops will be offered to attendees, allowing them to create their own art pieces. Light refreshments will be provided throughout the event to enhance the overall experience, encouraging creative expression and supporting student entrepreneurship.

The proposal details the planning and execution strategy, covering phases from initial concept development to final execution. Key stages include securing the venue, confirming participating artists and vendors, developing marketing materials, and arranging logistics. The proposal also addresses potential challenges such as logistical issues or funding shortfalls and outlines strategies to mitigate these risks. For instance, an enhanced marketing campaign utilizing social media, email newsletters, posters, and campus events is recommended to counteract the possibility of low participant turnout. Major deliverables include the venue setup, display and sale of artwork, execution of workshops, and provision of refreshments. Success will be measured through participant and attendee feedback, media coverage, and the volume of artwork sold. A risk assessment identifies potential risks, such as insufficient funding or artwork damage, and provides strategies for managing these risks effectively. Resource requirements, including the project management team, marketing team, logistics team, finance team, and volunteers, are detailed. A comprehensive project timeline outlines key milestones and deadlines to ensure timely completion of all components.

This proposal ensures that every aspect of the Schulich Art Gallery Event is carefully planned and executed, aiming for a successful and impactful event that celebrates student creativity, strengthens community ties, and supports the broader goals of the Schulich School of Business.

Project Plan/Proposal for Art Gallery Event

Date: 23/07/2024

Sponsor: David Elsner

1. Project Overview

Project Title: Schulich Art Gallery Event

Objective:

To host an annual art event at Schulich School of Business where students can display and sell their artwork, including paintings, sculptures, embroidery, pottery, and other crafts. The event will also offer workshops for attendees to create their own art pieces and provide light food and refreshments.

Scope Description:

An art event showcasing various forms of student artwork and providing interactive workshops, hosted within the York University premises. The event will feature:

- A confirmed and prepared location at York University for hosting the event.
- A diverse collection of student artwork and external vendor products available for display and sale.
- Effective marketing materials to attract attendees.
- A schedule of workshops for attendees to engage in creating their own art.
- All necessary event infrastructure, including displays, lighting, and audio-visual equipment.
- Provision of light food and beverages throughout the event.

2. Strategic Alignment

Business Problem Solved:

This project addresses the need for a platform where Schulich students can showcase and sell their artwork. It promotes the arts within the school community and supports student entrepreneurship.

Alignment with Organizational Strategy:

The project aligns with Schulich School of Business's commitment to fostering a vibrant, culturally enriched campus environment and supporting student-led initiatives. It enhances community engagement, both within the student body as well as the wider local community, and it provides students with real-world experience in event management and marketing.

Impact of Not Doing the Project:

Failure to execute this project would result in a missed opportunity to promote student artwork, potentially diminishing student engagement and missing a chance to enrich the school's cultural environment. It would also forgo the benefits of providing students with a platform to monetize their talents and gain entrepreneurial experience.

3. Major Deliverables

1. Venue secured and set up.
2. Tickets, being free of cost for York University Students and Faculty, and costing 5\$ for all others
3. Collection and display of student artwork and vendor products.
4. Marketing campaign materials.
5. Workshop schedules and materials.
6. Event infrastructure including displays, lighting, and AV equipment.
7. Light food and beverages.

4. Success Measurement

- Number of student participants (artists and vendors).

- Attendance figures at the event.
- Amount of artwork sold.
- Participant and attendee feedback through surveys.
- Media and social media coverage.

5. Risk Assessment

Major Risks and Mitigation Strategies:

1. **Low Participant and Attendee Turnout**
 - **Mitigation:** Increase marketing efforts through multiple channels (social media, email newsletters, posters, and campus events). Offer incentives such as awards for the best artwork and early registration discounts.
2. **Insufficient Funding**
 - **Mitigation:** Seek sponsorships from local businesses, alumni, and arts organizations. Apply for grants and consider crowdfunding.
3. **Logistical Issues**
 - **Mitigation:** Develop a comprehensive event plan with clear timelines and responsibilities. Hold regular coordination meetings with all people involved and use detailed checklists for setup and execution.
4. **Health and Safety Concerns**
 - **Mitigation:** Establish clear safety protocols for all activities, ensure compliance with health regulations for food service
5. **Artwork Damage or Theft**
 - **Mitigation:** Implement security measures, and provide clear guidelines to participants on handling and displaying their artwork.

6. Resource Requirements

Internal Resources Required:

- Project management team
- Marketing team
- Logistics team
- Finance team
- Volunteers

Availability of Internal Resources:

- Yes, internal resources are available for the project.

7. Project Timeline

Key Milestones:

- Define Event Scope and Developing Plan: June 21, 2025
- Take Approval from Stakeholders: June 25, 2025
- Secure Venue and Date Confirmation: July 1, 2025
- Artist, Workshop Instructor, and Vendor Confirmation: August 27, 2025
- Launch Marketing Campaign: August 12, 2025
- Finalize Workshop Schedule: September 9, 2025
- Setup Event Space: September 20, 2025
- Host the Event: September 21, 2025
- Post-Event Meeting with Project Team: September 27, 2025

8. Budget Justification

June: \$2,000

- Secure Venue: \$2,000

July: \$4,800

- Student Artwork Collection: \$300
- Develop Marketing Materials: \$800
- Website Development: \$2,500
- Launch Marketing Campaign: \$1,200

August: \$9,400

- Infrastructure Setup: \$3,500
- Food and Beverage: \$2,000
- Acquire Necessary Display Accessories: \$1,000
- Develop Marketing Materials: \$400
- Confirm Workshop Instructors and Activities: \$2,500

September: \$7,200

- Coordinate Artwork Delivery and Setup: \$1,000
- Coordinate Vendor Setup and Requirements: \$800
- Event Attendance Management: \$300
- Procure Art Materials and Tools: \$1,000
- Event Setup: \$1,500
- Host Event: \$2,000
- Collect Feedback: \$100
- Financial Closure: \$500

October: \$700

- Financial Accounting and Reporting: \$500
- Post-Event Survey and Feedback: \$200

Grand Total: **\$24,100**

Oversight Action:

- Accept
- Return

Signature: _____

Date: _____

Scope Statement

Objective

To host an art event at Schulich School of Business, where Schulich students can display their artwork, including paintings and drawings, sculptures, embroidery, pottery, and other crafts. In addition, workshops will be offered at the event providing activities for attendees to try creating their own pieces during the event. Light food and refreshments will be offered.

Scope Description

An annual art event showcasing various forms of student artwork and providing interactive workshops for attendees, hosted within the Schulich School of Business premises.

Deliverables

- A confirmed and prepared location at Schulich School of Business for hosting the event.
- A diverse collection of student artwork and external vendor products available for display and sale.
- Effective marketing materials that attract attendees to the event.
- A schedule of workshops that allow attendees to engage in creating their own art pieces.
- All necessary event infrastructure including displays, lighting, and audio-visual equipment.
- Provision of light food and beverages to attendees throughout the event.

Milestones

1. Define Event Scope and Developing Plan (June 21, 2025)
2. Take Approval from Stakeholders (June 25, 2025)
3. Secure Venue and Date Confirmation (July 1, 2025)
4. Artist, Workshop Instructor and Vendor Confirmation (August 27, 2025)
5. Launch Marketing Campaign (August 12, 2025)
6. Finalize Workshop Schedule (September 9, 2025)
7. Setup Event Space (September 20, 2025)
8. Host the Event (September 21, 2025)
9. Post-Event Meeting with Project Team (September 27, 2025)

Technical Requirements

10. The venue must meet safety and accessibility standards.
11. Workshop areas must be equipped with necessary art materials and tools.
12. Food and beverage service must comply with health and safety regulations.
13. Proper lighting and display stands for art exhibits.
14. Audio-visual equipment for any presentations or announcements.

Limits and Exclusions

1. The event is limited to the Schulich School of Business venue.
2. Artist participation is limited to York University students.
3. External marketing outside the York University community is not included.
4. Full catering service is excluded; only light food and beverages will be provided.
5. Security services are not included beyond basic venue security.
6. Workshop attendance will be limited to 30 people

Customer Review

Schulich School of Business approves the annual art event scope, providing a comprehensive platform for creative and artistic students to showcase their talents and engage the community.

Detailed Explanation of Milestone Selection

The selected milestones reflect a structured approach to organizing the annual art event. Each milestone is strategically placed to ensure thorough planning, effective coordination, and successful execution. Here are explanations of each milestone selection for this project:

Define Event Scope and Developing Plan (June 21, 2025)

Setting the foundational aspects of the event early is crucial. This milestone ensures that the project's objectives, deliverables, scope, and limitations are clearly defined. It allows for a structured approach and sets the tone for the project's progression.

Take Approval from Stakeholders (June 25, 2025)

Obtaining stakeholder approval is vital to ensure that all parties are aligned with the project's scope and objectives. This step provides an opportunity to address any concerns or suggestions from stakeholders, fostering a collaborative environment.

Secure Venue and Date Confirmation (July 1, 2025)

Confirming the venue and date early allows for proper planning and coordination and helps in avoiding last-minute issues and conflicts. It ensures that the venue is available and meets the event's requirements, including safety, accessibility, and space needs.

Artist, Workshop Instructor and Vendor Confirmation (August 27, 2025)

Confirming participants well in advance allows sufficient time for coordination and preparation. This includes securing commitments from artists, workshop instructors, and vendors, ensuring a diverse and engaging event. Early confirmation allows for effective marketing and logistical planning.

Launch Marketing Campaign (August 12, 2025)

Launching the marketing campaign ahead of the event provides sufficient time to create awareness and generate interest. This milestone ensures that the event is well-publicized, targeting the right audience within the York University community. A well-executed marketing campaign can significantly impact attendance and engagement.

Finalize Workshop Schedule (September 9, 2025)

Finalizing the workshop schedule allows attendees to plan their participation effectively. It provides clarity on what activities will be available and when. This milestone ensures that all logistical aspects, such as materials and instructor availability, are confirmed and in place.

Setup Event Space (September 20, 2025)

Setting up the event space a day before the event ensures that everything is in place and functioning correctly. This includes arranging displays, lighting, audio-visual equipment, and other necessary infrastructure. This milestone allows time for any last-minute adjustments and ensures a smooth event setup.

Host the Event (September 21, 2025)

In the finale of all planning and preparation efforts, hosting the event on this date is the primary objective. This milestone indicates the execution of the event, where attendees can enjoy the exhibits, participate in workshops, and experience the planned activities.

Post-Event Meeting with Project Team (September 27, 2025)

A post-event meeting is essential for evaluating the event's success and identifying areas for improvement. This milestone allows the project team to gather feedback, assess the achievement of objectives, and document lessons learned for future events.

Keeping these milestones in mind during project execution, the complexities of event planning can be minimized and a memorable and engaging experience can be delivered to all participants.

Stakeholder Analysis

Organizing this event and ensuring that it runs smoothly requires a high degree of cooperation from other parties. All these parties are then stakeholders in this project. Listed here are project stakeholders with their roles.

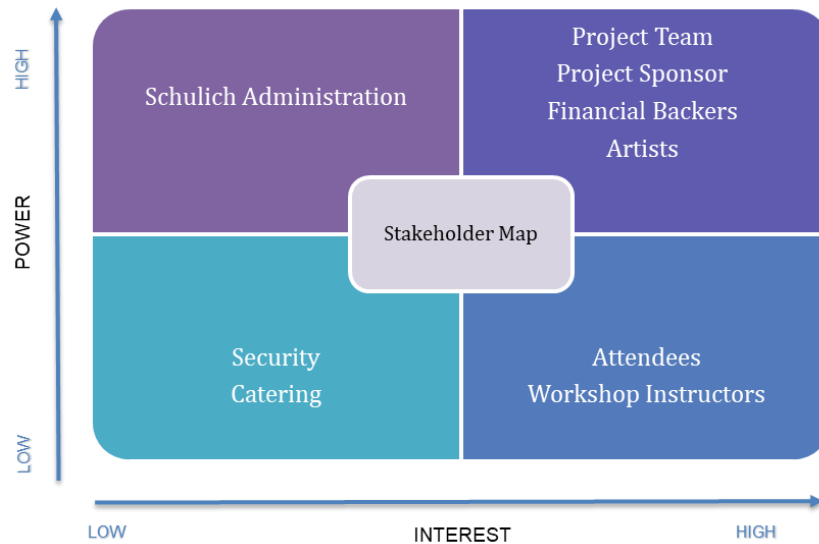
Key stakeholders in this project are the Project Team (1), Project Sponsor (2), Artists (6), Workshop Teachers (7) and Volunteers (9).

- 1) **Project team:** the team will consist of an Event Director, Project Manager, Marketing Manager, Logistics Manager, Artist Manager, Workshop Coordinator, and Finance Manager. This team will be the primary stakeholders who will design and oversee the successful implementation of all tasks to see this event to a successful conclusion. The project team will be involved with every aspect of this event.
- 2) **Project Sponsor:** the project sponsor will be a professor at Schulich. The sponsor's role will involve some guidance and advice on routes to complete the project, as well as providing faculty authority where needed. The sponsor will get periodic updates including any milestones, as well as updates on any tasks where their help or approval may be required.
- 3) **Schulich Administration:** providing approval for the event, date, and venue as well as the scope. They will need to know what the event is, when and where it is, and how large it is expected to be.
- 4) **Security:** cooperation with security at Schulich will be necessary. While they don't need to be directly involved, they need to be informed of the event and certain logistic details pertaining to security.
- 5) **Artists:** the students who will be displaying their art are major stakeholders. It is their art that will be displayed so they have a strong interest. At the same time, the project team will need to communicate with them to ensure that they get what they need to properly present their art. After their confirmation, they will need to be kept periodically involved in all aspects related to their work, and they will also need to provide any relevant updates to the project team.
- 6) **Workshop Teachers:** workshop teachers will include both students and other artists who are willing to give a class on their craft. Their motivation and their commitment will need to be ensured. They will need to inform the project team of their plan for the workshop and provide their requirements. They will be kept informed of updates related to their workshop.
- 7) **Caterers:** caterers will be providing and serving food. Their timeliness and quality of service are important to the event.
- 8) **Volunteers:** the volunteers will be in charge of the welcome table, and helping attendees through the event, as well as addressing, our reporting to the project team, problems. They need to be reliable and motivated and they need to appear motivated too, since they will be interacting with the attendees.
- 9) **Attendees:** the attendees will naturally want a good event, and it's likely that many of them will be friends and family of the artists, so they would have a higher interest in a successful event. Attendees will be informed about any updates to the gallery and workshop. Most of these updates will be through general marketing.

10) Financial Backers: they will provide sponsorship and help to fund this project. While they will not be directly involved or need to have all updates on activities, they need an overview and periodic updates.

Some of these stakeholders will have to play a more significant role or will need to be kept happy more than others. This is defined by both their interest and their importance.

Table 1. Stakeholder Map



Project Team: the project team is responsible for the entire event, and makes most of the major decisions in organizing the event. This is their project, so they have a high degree of interest.

Project Sponsor: without the sponsor's approval and support, the event cannot move forward. The sponsor acts as a guide to the team and an aid and connection where needed. The sponsor has an interest in this event and takes partial ownership along with the project team.

Financial Backers: while not directly involved with the event, their financial help means the backers have an interest in the event as well as some power.

Artists: without the artists, there is no event. They need to be catered to, within reason. An individual artist does not have a lot of power but as a group, the artists have a lot of power. They will be given a chance to display and possibly sell their art, which gives them a high level of interest.

Schulich Administration: while their approval is needed and their rules must generally be followed, giving them power, the administration has no other role to play in this event and no interest.

Security: needs to be informed, and can advise on security-related concerns, however, outside that they have no role.

Catering: will bring and serve food, for which they will be paid. They have no other interest or power in this event. This is just another event for them.

Attendees: while attendees will be considered in planning this event, they have no power of their own. They will attend due to interest in the event.




Workshop Instructors: the instructors have an interest in running their workshops and they have some importance, however, the workshops are auxiliary to the art display, and not the primary event, giving them less control than artists.

Priority Matrix

When organizing an art event for Schulich students to display and sell their artwork, as well as offer workshops, it is crucial to balance the three criteria of time, performance, and cost. Each of these criteria has a significant impact on the success of the event, therefore to manage the trade-offs effectively, a priority matrix has been developed to identify which criterion should be constrained, enhanced, or accepted to allow for effective resource allocation and set expectations for the management of the event.

The following priority matrix outlines the key trade-offs for the art event:

Table 2. Priority Matrix

	Time	Performance	Cost
Constrain			
Enhance			
Accept			

Time: Constrain

The art gallery event date is scheduled for September 21, 2025, and all project activities must adhere to this deadline since it will be publicly announced to be held on this date and commitments have been made by Schulich student participants and event attendees. It is important that the schedule leading up to the event is maintained. Key milestones, such as developing the project charter, booking the venue, logistics, and assembling the project team are time-sensitive and form the backbone of the event planning. These activities cannot be delayed without jeopardizing the entire project. Many tasks are interdependent and delays would impact subsequent activities, so it is critical to stick to the timeline, therefore time is a constraint.

Performance: Enhance

The performance of the event includes the display of student artwork, the quality of workshops, and the overall attendee experience. Enhancing these aspects can significantly impact the event's success and reputation. Aligning objectives and goals with stakeholder expectations and identifying key performance indicators are vital for measuring success. Enhancing performance ensures that the event meets or exceeds stakeholder expectations, and the success of this initial event can create a strong foundation for future events and can attract more participants, sponsors, and opportunities.

Cost: Accept

While staying within budget is important, there is some flexibility in managing costs. Certain aspects, such as marketing materials or social media campaigns, can be adjusted to accommodate budget constraints without severely impacting the event's success. Accepting variability in costs allows for contingency funds to be allocated for unexpected expenses, such as additional logistical requirements or last-minute changes. This flexibility can ensure the event runs smoothly despite unforeseen circumstances. There are some activities, like food and beverage arrangements, that can be scaled based on available funds. Cost acceptance enables the prioritization of critical activities while adjusting non-critical expenditures.

Work Breakdown Structure

1. Event Planning and Management

- 1.1 Define Event Scope
 - 1.1.1 Conduct Initial Brainstorming Sessions
 - 1.1.2 Outline Project Objectives, Goal and Deliverables
 - 1.1.3 Identify Key Performance Indicators (KPIs) and Establish Project Timeline
- 1.2 Identify Key Stakeholders
 - 1.4.1 Identify Stakeholders
 - 1.4.2 Conduct Stakeholder Analysis
 - 1.4.3 Align Goals with Stakeholder Expectations
 - 1.4.4 Obtain Approval from Key Stakeholders
 - 1.4.5 Develop Stakeholder Communication Plan
- 1.3 Assemble Project Team
 - 1.5.1 Identify Required Roles and Responsibilities
 - 1.5.2 Assign Specific Tasks to Team Members
- 1.4 Develop Project Plan
 - 1.6.1 Create Detailed Work Breakdown Structure (WBS)
 - 1.6.2 Develop WBS, Project Schedule and Budget
 - 1.6.3 Set Up Project Management Tools and Systems
- 1.5 Conduct Initial Risk Assessment
 - 1.7.1 Identify Potential Risks
 - 1.7.2 Assess Impact and Probability of Risks
 - 1.7.3 Develop Mitigation Strategies

2. Venue and Logistics

- 2.1 Secure Venue
 - 2.1.1 Identify Location at Schulich School of Business
 - 2.1.2 Ensure Venue Meets Safety and Accessibility Standards
 - 2.1.3 Finalize Venue Booking
- 2.2 Infrastructure Setup
 - 2.2.1 Arrange Displays, Lighting, and Audio-Visual Equipment
 - 2.2.2 Design Event Layout
- 2.3 Food and Beverage
 - 2.3.1 Reach Out to Catering Businesses
 - 2.3.2 Confirm Catering
 - 2.3.3 Ensure Compliance with Health and Safety Regulations

3. Artwork and Vendor Management

- 3.1 Student Artwork Collection
 - 3.1.1 Confirm Art Pieces
 - 3.1.2 Acquire Necessary Display Accessories
 - 3.1.3 Coordinate Artwork Delivery and Setup
- 3.2 Vendor Coordination
 - 3.2.1 Identify Potential Vendors
 - 3.2.2 Confirm Vendor Participation
 - 3.2.3 Coordinate Vendor Setup and Requirements
- 3.3 Artwork Display
 - 3.3.1 Plan Layout for Art Displays
 - 3.3.2 Set Up Art Displays
 - 3.3.3 Ensure Security and Protection of Artworks

4. Marketing and Promotion

- 4.1 Develop Marketing Materials
 - 4.1.1 Design Posters, Digital Ads and Print Marketing Materials
 - 4.1.2 Develop Website to share information and registration
 - 4.1.3 Create Content for Website and Email Campaigns
- 4.2 Launch Marketing Campaign

- 4.2.1 Distribute Marketing Materials and Promote Event within York University
- 4.2.2 Monitor Social Media Engagement
- 4.2.3 Create Social Media Content and Engage with Audience
- 4.3 Event Attendance Management and Performance Tracking
 - 4.3.1 Set up online booking confirmations
 - 4.3.2 Acquire paper bracelets with serial numbers for attendees

5. Workshop Coordination

- 5.1 Schedule Workshops
 - 5.1.1 Confirm Workshop Instructors and Activities
 - 5.1.3 Coordinate Workshop Schedule and Timing
- 5.2 Organize Workshop Materials
 - 5.2.1 Confirm with Instructors Required Materials
 - 5.2.2 Procure Art Materials and Tools
 - 5.2.3 Prepare Workshop Kits
- 5.3 Create Workshop Signups
 - 5.3.1 Set Up Online and Onsite Sign-Up Processes
 - 5.3.2 Monitor and Manage Sign-Up Lists
 - 5.3.3 Send Confirmation Emails to Workshop Participants

6. Event Execution

- 6.1 Event Setup
 - 6.1.1 Arrange Display Areas for Artworks
 - 6.1.2 Setup Greeting Station, Food and Beverage Area
- 6.2 Host Event
 - 6.2.1 Manage Event Operations
 - 6.2.2 Provide Onsite Support for Attendees and Participants
 - 6.2.3 Coordinate Workshops and Ensure Smooth Execution
- 6.3 Onsite Troubleshooting
 - 6.3.1 Address Any Technical Issues
 - 6.3.2 Handle Attendee Inquiries and Concerns

7. Post-Event Activities

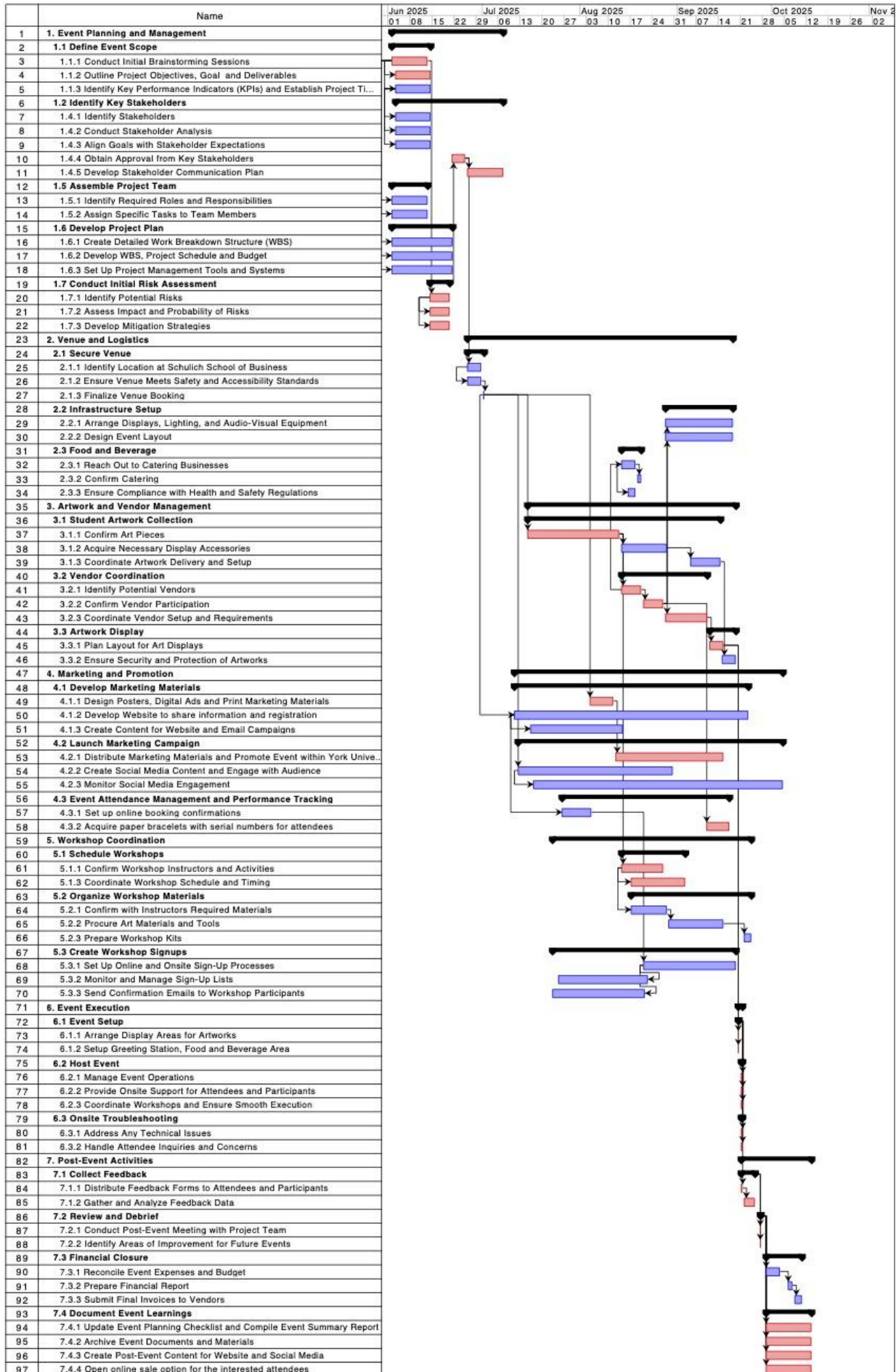
- 7.1 Collect Feedback
 - 7.1.1 Distribute Feedback Forms to Attendees and Participants
 - 7.1.2 Gather and Analyze Feedback Data
- 7.2 Review and Debrief
 - 7.2.1 Conduct Post-Event Meeting with Project Team
 - 7.2.2 Identify Areas of Improvement for Future Events
- 7.3 Financial Closure
 - 7.3.1 Reconcile Event Expenses and Budget
 - 7.3.2 Prepare Financial Report
 - 7.3.3 Submit Final Invoices to Vendors
- 7.4 Document Event Learnings
 - 7.4.1 Update Event Planning Checklist and Compile Event Summary Report
 - 7.4.2 Archive Event Documents and Materials
 - 7.4.3 Create Post-Event Content for Website and Social Media
 - 7.4.4 Open online sale option for the interested attendees

Project Timeline

Table 3. Project Activities Table

	Name	Start	Finish	Predecessors
1	1. Event Planning and Management	6/2/25 8:00 AM	7/7/25 5:00 PM	
2	1.1 Define Event Scope	6/2/25 8:00 AM	6/14/25 5:00 PM	
3	1.1.1 Conduct Initial Brainstorming Sessions	6/2/25 8:00 AM	6/13/25 5:00 PM	
4	1.1.2 Outline Project Objectives, Goal and Deliverables	6/3/25 8:00 AM	6/14/25 5:00 PM	3SS+1 day
5	1.1.3 Identify Key Performance Indicators (KPIs) and Establish Project Ti...	6/3/25 8:00 AM	6/14/25 5:00 PM	3SS+1 day
6	1.2 Identify Key Stakeholders	6/3/25 8:00 AM	7/7/25 5:00 PM	
7	1.4.1 Identify Stakeholders	6/3/25 8:00 AM	6/14/25 5:00 PM	5SS
8	1.4.2 Conduct Stakeholder Analysis	6/3/25 8:00 AM	6/14/25 5:00 PM	5SS
9	1.4.3 Align Goals with Stakeholder Expectations	6/3/25 8:00 AM	6/14/25 5:00 PM	5SS
10	1.4.4 Obtain Approval from Key Stakeholders	6/21/25 8:00 AM	6/25/25 5:00 PM	19
11	1.4.5 Develop Stakeholder Communication Plan	6/26/25 8:00 AM	7/7/25 5:00 PM	10
12	1.5 Assemble Project Team	6/2/25 8:00 AM	6/13/25 5:00 PM	
13	1.5.1 Identify Required Roles and Responsibilities	6/2/25 8:00 AM	6/13/25 5:00 PM	3SS
14	1.5.2 Assign Specific Tasks to Team Members	6/2/25 8:00 AM	6/13/25 5:00 PM	3SS
15	1.6 Develop Project Plan	6/2/25 8:00 AM	6/21/25 5:00 PM	
16	1.6.1 Create Detailed Work Breakdown Structure (WBS)	6/2/25 8:00 AM	6/21/25 5:00 PM	3SS
17	1.6.2 Develop WBS, Project Schedule and Budget	6/2/25 8:00 AM	6/21/25 5:00 PM	3SS
18	1.6.3 Set Up Project Management Tools and Systems	6/2/25 8:00 AM	6/21/25 5:00 PM	3SS
19	1.7 Conduct Initial Risk Assessment	6/14/25 8:00 AM	6/20/25 5:00 PM	
20	1.7.1 Identify Potential Risks	6/14/25 8:00 AM	6/20/25 5:00 PM	3
21	1.7.2 Assess Impact and Probability of Risks	6/14/25 8:00 AM	6/20/25 5:00 PM	20SS
22	1.7.3 Develop Mitigation Strategies	6/14/25 8:00 AM	6/20/25 5:00 PM	20SS
23	2. Venue and Logistics	6/26/25 8:00 AM	9/18/25 5:00 PM	
24	2.1 Secure Venue	6/26/25 8:00 AM	7/1/25 5:00 PM	
25	2.1.1 Identify Location at Schulich School of Business	6/26/25 8:00 AM	6/30/25 5:00 PM	10
26	2.1.2 Ensure Venue Meets Safety and Accessibility Standards	6/26/25 8:00 AM	6/30/25 5:00 PM	25SS
27	2.1.3 Finalize Venue Booking	7/1/25 8:00 AM	7/1/25 5:00 PM	26
28	2.2 Infrastructure Setup	8/28/25 8:00 AM	9/18/25 5:00 PM	
29	2.2.1 Arrange Displays, Lighting, and Audio-Visual Equipment	8/28/25 8:00 AM	9/18/25 5:00 PM	42
30	2.2.2 Design Event Layout	8/28/25 8:00 AM	9/18/25 5:00 PM	42
31	2.3 Food and Beverage	8/14/25 8:00 AM	8/20/25 5:00 PM	
32	2.3.1 Reach Out to Catering Businesses	8/14/25 8:00 AM	8/18/25 5:00 PM	41SS
33	2.3.2 Confirm Catering	8/19/25 8:00 AM	8/20/25 5:00 PM	32
34	2.3.3 Ensure Compliance with Health and Safety Regulations	8/16/25 8:00 AM	8/18/25 5:00 PM	32SS+2 days
35	3. Artwork and Vendor Management	7/15/25 8:00 AM	9/19/25 5:00 PM	
36	3.1 Student Artwork Collection	7/15/25 8:00 AM	9/14/25 5:00 PM	
37	3.1.1 Confirm Art Pieces	7/15/25 8:00 AM	8/13/25 5:00 PM	27
38	3.1.2 Acquire Necessary Display Accessories	8/14/25 8:00 AM	8/28/25 5:00 PM	37
39	3.1.3 Coordinate Artwork Delivery and Setup	9/5/25 8:00 AM	9/14/25 5:00 PM	38FS+7 days
40	3.2 Vendor Coordination	8/14/25 8:00 AM	9/10/25 5:00 PM	
41	3.2.1 Identify Potential Vendors	8/14/25 8:00 AM	8/20/25 5:00 PM	37
42	3.2.2 Confirm Vendor Participation	8/21/25 8:00 AM	8/27/25 5:00 PM	41
43	3.2.3 Coordinate Vendor Setup and Requirements	8/28/25 8:00 AM	9/10/25 5:00 PM	42
44	3.3 Artwork Display	9/11/25 8:00 AM	9/19/25 5:00 PM	
45	3.3.1 Plan Layout for Art Displays	9/11/25 8:00 AM	9/15/25 5:00 PM	43
46	3.3.2 Ensure Security and Protection of Artworks	9/15/25 8:00 AM	9/19/25 5:00 PM	39
47	4. Marketing and Promotion	7/11/25 8:00 AM	10/4/25 5:00 PM	
48	4.1 Develop Marketing Materials	7/11/25 8:00 AM	9/23/25 5:00 PM	
49	4.1.1 Design Posters, Digital Ads and Print Marketing Materials	8/4/25 8:00 AM	8/11/25 5:00 PM	27
50	4.1.2 Develop Website to share information and registration	7/11/25 8:00 AM	9/23/25 5:00 PM	27SS+10 days
51	4.1.3 Create Content for Website and Email Campaigns	7/16/25 8:00 AM	8/14/25 5:00 PM	50SS+5 days
52	4.2 Launch Marketing Campaign	7/12/25 8:00 AM	10/4/25 5:00 PM	
53	4.2.1 Distribute Marketing Materials and Promote Event within York Unive...	8/12/25 8:00 AM	9/15/25 5:00 PM	49
54	4.2.2 Create Social Media Content and Engage with Audience	7/12/25 8:00 AM	8/30/25 5:00 PM	27FS+10 days
55	4.2.3 Monitor Social Media Engagement	7/17/25 8:00 AM	10/4/25 5:00 PM	54SS+5 days
56	4.3 Event Attendance Management and Performance Tracking	7/26/25 8:00 AM	9/17/25 5:00 PM	
57	4.3.1 Set up online booking confirmations	7/26/25 8:00 AM	8/4/25 5:00 PM	50SS+15 days
58	4.3.2 Acquire paper bracelets with serial numbers for attendees	9/10/25 8:00 AM	9/17/25 5:00 PM	42FS+5 days
59	5. Workshop Coordination	7/23/25 8:00 AM	9/24/25 5:00 PM	
60	5.1 Schedule Workshops	8/14/25 8:00 AM	9/3/25 5:00 PM	
61	5.1.1 Confirm Workshop Instructors and Activities	8/14/25 8:00 AM	8/27/25 5:00 PM	37
62	5.1.3 Coordinate Workshop Schedule and Timing	8/17/25 8:00 AM	9/3/25 5:00 PM	61SS+3 days
63	5.2 Organize Workshop Materials	8/17/25 8:00 AM	9/24/25 5:00 PM	
64	5.2.1 Confirm with Instructors Required Materials	8/17/25 8:00 AM	8/28/25 5:00 PM	61SS+3 days
65	5.2.2 Procure Art Materials and Tools	8/29/25 8:00 AM	9/15/25 5:00 PM	64
66	5.2.3 Prepare Workshop Kits	9/22/25 8:00 AM	9/24/25 5:00 PM	65FS+6 days
67	5.3 Create Workshop Signups	7/23/25 8:00 AM	9/19/25 5:00 PM	
68	5.3.1 Set Up Online and Onsite Sign-Up Processes	8/21/25 8:00 AM	9/19/25 5:00 PM	57
69	5.3.2 Monitor and Manage Sign-Up Lists	7/25/25 8:00 AM	8/22/25 5:00 PM	68SF+2 days
70	5.3.3 Send Confirmation Emails to Workshop Participants	7/23/25 8:00 AM	8/21/25 5:00 PM	68SF+1 day
71	6. Event Execution	9/20/25 8:00 AM	9/21/25 5:00 PM	
72	6.1 Event Setup	9/20/25 8:00 AM	9/20/25 5:00 PM	
73	6.1.1 Arrange Display Areas for Artworks	9/20/25 8:00 AM	9/20/25 5:00 PM	45FS+4 days
74	6.1.2 Setup Greeting Station, Food and Beverage Area	9/20/25 8:00 AM	9/20/25 5:00 PM	45FS+4 days
75	6.2 Host Event	9/21/25 8:00 AM	9/21/25 5:00 PM	
76	6.2.1 Manage Event Operations	9/21/25 8:00 AM	9/21/25 5:00 PM	72
77	6.2.2 Provide Onsite Support for Attendees and Participants	9/21/25 8:00 AM	9/21/25 5:00 PM	72
78	6.2.3 Coordinate Workshops and Ensure Smooth Execution	9/21/25 8:00 AM	9/21/25 5:00 PM	72
79	6.3 Onsite Troubleshooting	9/21/25 8:00 AM	9/21/25 5:00 PM	
80	6.3.1 Address Any Technical Issues	9/21/25 8:00 AM	9/21/25 5:00 PM	72
81	6.3.2 Handle Attendee Inquiries and Concerns	9/21/25 8:00 AM	9/21/25 5:00 PM	72
82	7. Post-Event Activities	9/21/25 8:00 AM	10/13/25 5:00 PM	
83	7.1 Collect Feedback	9/21/25 8:00 AM	9/25/25 5:00 PM	
84	7.1.1 Distribute Feedback Forms to Attendees and Participants	9/21/25 8:00 AM	9/21/25 5:00 PM	72
85	7.1.2 Gather and Analyze Feedback Data	9/22/25 8:00 AM	9/25/25 5:00 PM	84
86	7.2 Review and Debrief	9/27/25 8:00 AM	9/27/25 5:00 PM	
87	7.2.1 Conduct Post-Event Meeting with Project Team	9/27/25 8:00 AM	9/27/25 5:00 PM	83FS+1 day
88	7.2.2 Identify Areas of Improvement for Future Events	9/27/25 8:00 AM	9/27/25 5:00 PM	83FS+1 day
89	7.3 Financial Closure	9/29/25 8:00 AM	10/10/25 5:00 PM	
90	7.3.1 Reconcile Event Expenses and Budget	9/29/25 8:00 AM	10/3/25 5:00 PM	86FS+1 day
91	7.3.2 Prepare Financial Report	10/6/25 8:00 AM	10/7/25 5:00 PM	90FS+2 days
92	7.3.3 Submit Final Invoices to Vendors	10/6/25 8:00 AM	10/10/25 5:00 PM	91
93	7.4 Document Event Learnings	9/29/25 8:00 AM	10/13/25 5:00 PM	
94	7.4.1 Update Event Planning Checklist and Compile Event Summary Report	9/29/25 8:00 AM	10/13/25 5:00 PM	86FS+1 day
95	7.4.2 Archive Event Documents and Materials	9/29/25 8:00 AM	10/13/25 5:00 PM	86FS+1 day
96	7.4.3 Create Post-Event Content for Website and Social Media	9/29/25 8:00 AM	10/13/25 5:00 PM	86FS+1 day
97	7.4.4 Open online sale option for the interested attendees	9/29/25 8:00 AM	10/13/25 5:00 PM	86FS+1 day

Table 4. Project Gantt Chart



The project network displayed in the Gantt chart is highly sensitive. This is evidenced by the presence of a critical path with a total of 31 items, including tasks such as "Conduct Initial Brainstorming Sessions," "Outline Project Objectives, Goals and Deliverables," "Obtain Approval from Key Stakeholders," "Develop Stakeholder Communication Plan," "Identify Potential Risks," "Assess Impact and Probability of Risks," and "Develop Mitigation Strategies."

Additionally, other critical tasks are "Confirm Art Pieces," "Identify Potential Vendors," "Confirm Vendor Participation," "Coordinate Vendor Setup and Requirements," and "Plan Layout for Art Displays." In the marketing area, tasks like "Design Posters, Digital Ads and Print Marketing Materials," "Distribute Marketing Materials and Promote Event within York University," and "Acquire Paper Bracelets with Serial Numbers for Attendees" are also critical.

For workshops, critical tasks include "Confirm Workshop Instructors and Activities," "Coordinate Workshop Instructors Schedule and Timing," and several event management processes like "Arranging Display Areas for Artworks," "Setting up a Greeting Station with Food and Beverage Areas," "Managing Event Operations," "Providing Onsite Support for Attendees and Participants," and "Coordinating Workshops to Ensure Smooth Execution," as well as "Addressing Any Technical Issues" and "Handling Attendee Inquiries and Concerns."

Post-event critical activities include "Distributing Feedback Forms to Attendees and Participants," "Gathering and Analyzing Feedback Data," "Conducting a Post-Event Meeting with the Project Team," "Identifying Areas for Improvement for Future Events," and documenting event learnings through tasks like "Updating the Event Planning Checklist and Compiling an Event Summary Report," "Archiving Event Documents and Materials," "Creating Post-Event Content for the Website and Social Media," and "Opening an Online Sale Option for Interested Attendees."

The project network is moderately sensitive. This is evidenced by the presence of a critical path with tasks such as "Develop Project Plan", "Secure Venue", and "Conduct Initial Risk Assessment", which have zero slack, meaning any delays in these tasks may affect the completion date of the project, which could result in the event being postponed. In addition, due to the complexity of interdependencies of the tasks such as "Identify Potential Risks" and "Confirm Vendor Participation" only further contribute to the network's sensitivity, as delays in one task can cascade and affect multiple other tasks. Despite some tasks having significant slack, the overall network is moderately sensitive due to the lack of slack on the critical path and intricate interdependencies that require careful management to avoid project delays. Several other tasks which take some time have low slack due to the period they run over, and can easily be moved to a critical path, causing the existence of multiple paths running concurrently. This creates the existence of moderate sensitivity.

Responsibility Matrix

Table 5. Responsibility Matrix

Project Tasks	Event Director	Project Manager	Marketing Manager	Logistics Manager	Artist Manager	Workshop Coordinator	Finance Manager
1.1 Define Event Scope	A	R	I	I	I	I	C
1.2 Identify Key Stakeholders	R	A	I	I	I	I	C
1.3 Assemble Project Team	A	R	I	I	I	I	I
1.4 Develop Project Plan	R	R	I	I	I	I	C
1.5 Conduct Initial Risk Assessment	A	R		C	I		C
2.1 Secure Venue	C	A		R	I	I	C
2.2 Infrastructure Setup	I	I		A	A	R	C
2.3 Food and Beverage	I	A		R			C
3.1 Student Artwork Collection	I	I	I	A	R	C	I
3.2 Vendor Coordination	I	I		R	A		C
3.3 Artwork Display	I			C	R		
4.1 Develop Marketing Material	C	A	R		C		I
4.2 Launch Marketing Campaign	C	A	R				I
4.3 Event Attendance Management and Performance Tracking	I	I	A	R			C
5.1 Schedule Workshops	I	C	I	A	C	R	
5.2 Organize Workshop Materials	I			A	I	R	C
5.3 Create Workshop Signups	I		I	A		R	
6.1 Event Setup	I	I		C	R	I	
6.2 Host Event	R	A		C	I	C	
6.3 Onsite Troubleshooting	R	A		C	I	I	
7.1 Collect Feedback	C	A	I	R	I	I	
7.2 Review and Debrief	A	R	C	C	C	C	C
7.3 Financial Closure	C	A		I			R
7.4 Document Event Learnings	A	R	C	C	C	C	C

Explanation of Roles and Assignment of Tasks:

The **Event Director** oversees the event from one end to the other, making sure that every detail is in line with the objectives of the event. They are ultimately responsible for all approvals and final decisions, making sure that all teams are interlinked and working together as one unit. This role necessitates a full grasp of all elements of the event and the power to make key event-wide decisions. They are also in charge of coordinating with the necessary sponsors.

In overseeing the assignment of project tasks, the **Project Manager** coordinates the various teams of the project. A project manager develops the project charter and assembles the project team to deliver the project by milestone and deadline. This position is important to maintain the track of the project in such a way that ensures task timings are met on all fronts so that the execution of the event is conducted in a structured and organized manner. They are in charge of all of the planning elements of the project.

The **Marketing Manager** takes care of all the marketing strategies and materials developed within the organization. They are also tasked with launching and monitoring marketing and social media campaigns. Effective event promotion is best done to attract attendees. This is guaranteed to reach the targeted audience and ensure that word about the event spreads abroad to enhance visibility and consequently attract attendance.

The **Logistics Manager** is responsible for logistical elements, including venue and infrastructure setup. They oversee the coordination of all equipment and materials and manage the set-up and tear-down of event staging. This position is crucial in preparing an event space, ensuring that all physical needs are met for a successful event. Additionally, the Logistics Manager coordinates with all non-artist vendors, such as caterers and other outsourced services, and manages volunteer sign-ups.

The **Artist Manager** communicates with the artists and attends to their needs, ensuring compliance with event guidelines. They oversee the setup and operation of artist areas and manage volunteers assisting the artists. This role is essential for integrating artistic elements into the event and ensuring that artists contribute positively to the event.

The **Coordinator of the Workshops** provides coordination of workshops on schedule, materials, and sign-ups to ensure that workshops maintain organization while keeping up with the expected needs of the attendees. The work of the coordinator is done with the various instructors and participants involved in the workshop, which increases the educational and interactive values of the event. This is crucial in organizing workshops and ensuring a good experience for the people involved.

The **Finance Manager** is in charge of tasks and budget management, making sure to account for all expenditures and keep within budgetary limits. Financial closure and reporting post-event to ensure that the event stays financially viable are managed. It includes budgeting, tracking of expenses, and financial reporting necessary to ensure that the event remains on sound financial footing.

Communication Plan

The following communication plan outlines the key information that will be communicated throughout the event planning process and execution. It specifies the target audience of said information, the timing, the methods of communication, and the responsible provider for each piece of information. This structured approach ensures that all stakeholders are well-informed and engaged throughout the project and that the project progresses smoothly and efficiently.

Table 6. Communication Plan

What Information	Target Audience	When?	Method of Communication	Provider
Project Kick-Off	All Stakeholders	June 1, 2025	In-Person/Virtual Meeting	Event Director
Scope Finalization	Key Stakeholders	June 14, 2025	In-Person	Project Manager
Weekly Status Updates	Project Team	Weekly	Virtual Meeting	Project Manager
Monthly Progress Reports	Key Stakeholders	Monthly	Email Report	Project Manager
Project Review	Project Team, Project Sponsor	At Milestones	Virtual Meeting	Project Manager
Volunteer Briefings	Volunteers	Bi-weekly, ongoing	Email, Onsite	Logistics Manager
Vendor Coordination	Vendors	Bi-weekly, ongoing	Email, Phone Calls	Logistics Manager
Artist Coordination	Schulich Student Artists	As Needed, Ongoing	Email, Phone Calls	Artist Manager
Event Day Coordination	Project Team, Vendors, Volunteers, Artists, Security?	September 21, 2025	In-Person, Onsite	Logistics Manager
Workshop Details Coordination	Workshop Instructors, Artists, Attendees and Project Sponsor	As Needed, Ongoing	Email, Phone Calls	Workshop Coordinator
Marketing Campaign	Marketing Team	Bi-weekly, Ongoing	Email, Virtual Meetings	Marketing Manager
Post-Event Debrief	Project Team	September 27, 2025	In-person Meeting	Event Director
Financial Reconciliation	Key Stakeholders	October 10, 2025	Email and Hardcopy Report	Financial Manager
Event Summary Report	All Stakeholders	October 14, 2025	Email and Hardcopy Report	Event Director

Time-Phased Budget

Below is a detailed and time-phased budget for the Art Gallery Event project at Schulich, organized by week of each month:

Table 7. Time-Phased Budget

Jun-25			
Week	Deliverables	Sub-Tasks	Cost Estimate (\$)
Week 1-2	Event Planning and Management	Initial Brainstorming Sessions	0
		Define Event Scope	0
Week 1-3		Develop Project Plan	0
Week 2		Conduct Initial Risk Assessment	0
Week 4	Venue and Logistics	Secure Venue	2,000
		Total	2000
Jul-25			
Week	Deliverables	Sub-Tasks	Cost Estimate (\$)
Week 2-4	Artwork and Vendor Management	Student Artwork Collection	300
Week 2-3		Confirm Art Pieces	0
Week 3-4	Marketing and Promotion	Develop Marketing Materials	800
Week 3-4		Website Development	2,500
Week 4		Launch Marketing Campaign	1,200
		Total	4800

Aug-25			
Week	Deliverables	Sub-Tasks	Cost Estimate (\$)
Week 2-4	Venue and Logistics	Infrastructure Setup	3,500
Week 2-3		Food and Beverage	2,000
Week 2-3	Artwork and Vendor Management	Acquire Necessary Display Accessories	1,000
Week 2	Marketing and Promotion	Develop Marketing Materials	400
Week 2-4	Workshop Coordination	Schedule Workshops	0
Week 2-3		Confirm Workshop Instructors and Activities	2,500
		Total	9,400
Sep-25			
Week	Deliverables	Sub-Tasks	Cost Estimate (\$)
Week 1-2	Venue and Logistics	Coordinate Artwork Delivery and Setup	1,000
Week 1-2	Artwork and Vendor Management	Coordinate Vendor Setup and Requirements	800
Week 1-2	Marketing and Promotion	Event Attendance Management	300
Week 2-3	Workshop Coordination	Procure Art Materials and Tools	1,000
Week 3	Event Execution	Event Setup	1,500

Week 3		Host Event	2,000
Week 4	Post-Event Activities	Collect Feedback	100
Week 4		Financial Closure	500
Week 4		Document Event Learnings	0
		Total	7,200
Oct-25			
Week	Deliverables	Sub-Tasks	Cost Estimate (\$)
Week 1-2	Post-Event Activities	Financial Accounting and Reporting	500
Week 1-2		Post-Event Survey and Feedback	200
Week 1-2		Documentation and Archiving	0
		Total	700
Grand Total			24,100

Justification of Budget:

June: \$2,000

- Initial Brainstorming Sessions (\$0):** The cost will cover room booking, refreshments, and materials for brainstorming sessions with key stakeholders. These sessions will be crucial for generating ideas and planning the event comprehensively. A conducive environment will ensure effective participation and idea generation.
- Define Event Scope (\$0):** This task will involve outlining the event's objectives, activities, and deliverables, conducted internally by the planning team. Utilizing internal resources will help in clearly defining the scope without incurring additional costs. This step will be essential for aligning the project goals and ensuring all aspects are considered for better planning and execution.
- Develop Project Plan (\$0):** This task will involve creating a detailed plan for the path of this project. Structured planning will help in tracking timelines, tasks, and resources efficiently. This will ensure the project stays on track and meets its milestones.

4. **Conduct Initial Risk Assessment (\$0):** This task will be conducted internally and will involve identifying potential risks and developing mitigation strategies. Proactive risk management will be essential for avoiding disruptions. This task will not incur additional costs but will be vital for project success.
5. **Secure Venue (\$2,000):** This amount will include the deposit and initial booking fees for securing a suitable venue at York University. Securing the venue early will ensure availability and compliance with event requirements. This will be a critical step in the planning process.

July: \$4,800

1. **Student Artwork Collection (\$300):** This budget will cover communication materials like emails and flyers to inform students about the submission process. Efficient artwork collection will ensure timely preparation and display of art pieces. This task will be fundamental for showcasing student talent.
2. **Confirm Art Pieces (\$0):** This task will involve finalizing the list of art pieces to be displayed, done internally. It will ensure that the selected artworks are well-documented and prepared for the event. There will be no additional costs associated with this internal task.
3. **Develop Marketing Materials (\$800):** The cost will cover design and printing services for promotional materials like posters, flyers, and banners. High-quality marketing materials will attract attention and drive interest in the event. This investment will be crucial for effective promotion.
4. **Website Development (\$2,500):** This budget will fund web design, hosting, and content creation for a dedicated event website. A professional and user-friendly website will provide essential information and facilitate online registrations. This will enhance the event's visibility and accessibility.
5. **Launch Marketing Campaign (\$1,200):** This amount will cover advertising spending on social media platforms and email marketing services. A robust marketing campaign will ensure broad outreach and high engagement. This step will be vital for attracting a large audience.

August: \$9,400

1. **Infrastructure Setup (\$3,500):** This budget will allocate funds for rental and setup of displays, lighting, and AV equipment. Professional infrastructure setup will enhance the presentation and functionality of the event. This investment will be crucial for creating a high-quality experience.
2. **Food and Beverage (\$2,000):** This amount will provide refreshments and catering services for attendees, enhancing their experience. Good quality food and beverages will encourage longer participation and satisfaction. This will be an essential component of attendee hospitality.
3. **Acquire Necessary Display Accessories (\$1,000):** This budget will cover the purchase of additional display accessories like easels, frames, and stands. Proper display accessories will ensure the professional presentation of student artwork. This investment will be key to showcasing the art effectively.
4. **Develop Marketing Materials (\$400):** This budget will ensure ongoing marketing efforts remain fresh with additional promotional materials. Effective marketing will keep the event in public focus and drive continuous interest. This budget will allow for flexibility in promotional activities.
5. **Schedule Workshops (\$0):** Planning and scheduling workshops will be handled internally, without additional costs. Properly scheduled workshops will ensure smooth operation and high participation. This will be a crucial step in event organization.
6. **Confirm Workshop Instructors and Activities (\$2,500):** This amount will include fees for workshop instructors and materials procurement. High-quality workshops will engage attendees and add value to the event. This investment will ensure interactive and educational sessions.

September: \$7,200

1. **Coordinate Artwork Delivery and Setup (\$1,000):** This budget will cover transportation and setup costs for student artwork. Professional delivery and setup will ensure the safety and quality presentation of the art pieces. This will be essential for the overall success of the exhibition.

2. **Coordinate Vendor Setup and Requirements (\$800):** This amount will manage logistics for vendors, ensuring they are well-prepared for the event. Smooth vendor operations will enhance the overall attendee experience. This budget will ensure vendors meet their requirements efficiently.
3. **Event Attendance Management (\$300):** This budget will fund an online booking system and materials for managing attendee check-ins. Efficient attendance management will ensure a smooth and organized event experience. This investment will be crucial for operational efficiency.
4. **Procure Art Materials and Tools (\$1,000):** This budget will cover the purchase of additional art materials and tools for workshops. Well-equipped workshops will encourage active participation and creativity. This budget will ensure high-quality, interactive sessions.
5. **Event Setup (\$1,500):** This amount will allocate funds for labor and materials needed to set up the event space. Professional setup will enhance the visual appeal and functionality of the event. This will be a critical step in creating a conducive environment.
6. **Host Event (\$2,000):** This budget will include staffing and operational costs for running the event. Well-staffed operations will ensure a smooth and enjoyable experience for attendees. This budget will cover essential operational expenses.
7. **Collect Feedback (\$100):** This amount will cover the creation and distribution of feedback forms to gather attendee insights. Feedback collection will be vital for post-event evaluation and future improvements. This small investment will help in understanding attendee satisfaction.
8. **Financial Closure (\$500):** This budget will fund accounting services for finalizing financial accounts and reporting. Accurate financial closure will ensure transparency and accountability. This will be crucial for maintaining financial integrity.
9. **Document Event Learnings (\$0):** This task will cover the documentation and archiving of event insights and feedback. Recording lessons learned will be essential for continuous improvement. Documentation will ensure valuable information is preserved for future reference.

October: \$700

1. **Financial Accounting and Reporting (\$500):** This amount will include detailed financial reconciliation and report preparation. Accurate financial reporting will ensure transparency and accountability. This will be essential for maintaining trust with stakeholders.
2. **Post-Event Survey and Feedback (\$200):** This budget will fund the development and distribution of surveys to assess event success. Analyzing feedback will provide insights into attendee satisfaction and areas for improvement. This will help in planning better future events.
3. **Documentation and Archiving (\$100):** This amount will cover storing and archiving event documents and materials. Proper documentation will ensure all information is preserved for future reference. This small investment will help in maintaining comprehensive records.

Fundraising Strategies

1. **Sponsorships:** Financial support will be secured from local businesses and corporate sponsors through customized sponsorship packages. Sponsorships will provide significant financial backing and enhance the event's credibility and reach. These partnerships will also offer promotional benefits to sponsors.
2. **Donations:** Alumni and community members will be engaged through a campaign highlighting the event's educational and cultural impact. Donations will supplement the budget and foster a sense of community involvement. This strategy will leverage the goodwill of the university's extended network.

3. **Ticket Sales:** Revenue will be generated through ticketed workshops or premium event access options. Ticket sales will provide a direct source of revenue and encourage commitment from attendees. This approach will also help in managing attendee numbers and ensuring a quality experience.
4. **Partnerships:** Strategic partnerships will be formed for in-kind contributions such as catering services or art supplies. Partnerships will reduce costs and enhance the quality of services provided at the event. This strategy will foster collaboration and mutual benefit.
5. **Grants:** Grants will be applied from arts councils and philanthropic organizations supporting community events. Grants will provide additional funding and support for cultural and educational initiatives. This approach will help secure significant financial resources for the event.

These strategies, aligned with detailed budget justifications, will help secure necessary funds and ensure the success of the event while promoting student artwork and community engagement at Schulich School of Business.

Risk Analysis

The top 5 risks have been identified for the art gallery event project at Schulich School of Business and related mitigation strategies as below.

1. Low Participant and Attendee Turnout

Risk Description:

Low engagement from students, leading to fewer artworks submitted and low attendance at the event.

Mitigation Strategies:

- **Promotion:** Increase marketing efforts through multiple channels (social media, email newsletters, posters, and campus events) well in advance.
- **Collaborations:** Partner with student clubs and organizations to encourage their members to participate and attend.
- **Early Registration:** Encourage early registration for both artwork submission and workshop participation to gauge interest and adjust marketing strategies accordingly.

2. Insufficient Funding

Risk Description:

Not securing enough funds to cover all event costs, including venue setup, materials, catering, and promotional activities.

Mitigation Strategies:

- **Budget Planning:** Create a detailed budget early in the planning process and identify potential cost-saving opportunities.
- **Sponsorship:** Seek sponsorships from local businesses, alumni, and arts organizations. Offer them branding opportunities at the event.
- **Grants:** Apply for grants available for student activities or cultural events.

- **Donations:** Will be accepting donations to raise additional funds from the community i.e Schulich Alumni, MBA Club, individuals etc..

3. Logistical Issues

Risk Description:

Problems with the setup, execution, and cleanup of the event, including equipment failure, IT, insufficient materials, or poor venue layout.

Mitigation Strategies:

- **Detailed Planning:** Develop a comprehensive event plan with clear timelines, responsibilities, and contingency plans.
- **Coordination Meetings:** Hold regular coordination meetings with volunteers, vendors and instructors to ensure everyone is aligned.
- **Checklists:** Use detailed checklists for setup, execution, and cleanup phases.
- **Backup Plans:** Have backup equipment and materials available and ensure access to technical support during the event.

4. Health and Safety Concerns

Risk Description:

Potential health and safety issues, including accidents during workshops, food safety, and site safety concerns.

Mitigation Strategies:

- **Safety Protocols:** Establish and communicate clear safety protocols for all activities, especially workshops.
- **First Aid:** Have first aid kit and trained personnel available and ensure emergency contact on site.
- **Food Safety:** Ensure food is prepared and served according to health regulations. If using an external caterer, choose one with a good safety record.
- **Site Safety Precautions:** Follow current public health guidelines, hazard assessment, ensure emergency contact point, hygiene and sanitation of the site.

5. Artwork Damage or Theft

Risk Description:

Damage to or theft of students' artwork, which could result in stakeholder dissatisfaction and damage to the event's reputation.

Mitigation Strategies:

- **Security Measures:** Hire security personnel or have volunteers monitor the artwork closely.
- **Display Precautions:** Use secure display methods (e.g. sturdy easels for paintings).
- **Clear Instructions:** Provide clear guidelines to participants on how to handle and display their artwork to minimize risks.

Risk Severity Matrix

Table 8. Risk Severity Matrix

Risk ID	Risk Event	Likelihood (L)	Impact (I)	Detection Difficulty (D)	Risk Value (L/D)	Risk Zone
1	Low participant and attendee turnout	3	4	2	24	Yellow Zone (moderate)
2	Insufficient funding	3	5	2	30	Red Zone (critical)
3	Logistical issues	2	4	3	24	Yellow Zone (moderate)
4	Health and safety concerns	3	4	2	24	Yellow Zone (moderate)
5	Artwork damage or theft	2	5	2	20	Yellow Zone (moderate)

Risk Assessment Form

Table 9. Risk Assessment Form

Risk ID	Risk Event	Likelihood (L)	Impact (I)	Detection Difficulty (D)	Risk Value (L/D)	When	Mitigation Strategy	Contingency Plan
1	Low participant and attendee turnout	3	4	2	24	Before event	Increased promotion	Incentives, early registration
2	Insufficient funding	3	5	2	30	During planning	Sponsorship search	Apply for grants, crowdfunding
3	Logistical issues	2	4	3	24	During event setup	Detailed planning	Backup equipment and materials
4	Health and safety concerns	3	4	2	24	During event	Safety protocols	First aid kit, site safety
5	Artwork damage or theft	2	5	2	20	During event	Security measures	Insurance, secure display methods

Conclusion

The Schulich Art Gallery Event project is designed to create a platform where Schulich students can showcase and sell their artwork, including paintings, sculptures, embroidery, pottery, and other crafts. This event not only highlights the diverse artistic talents within the student body, but also promotes student entrepreneurship by providing a venue for them to monetize their creativity and run their own small business. The project aligns seamlessly with the Schulich School of Business's strategic objectives of fostering a culturally enriched campus environment and supporting student-led initiatives.

Key findings from the project highlight the importance of early and effective logistical planning, marketing and strategic risk management. The detailed project timeline and work breakdown structure ensure that all critical milestones, such as securing the venue and confirming artists and vendors, are met on schedule. Additionally, the well-defined budget plan provides a clear financial roadmap to support the event's execution. Including a comprehensive risk assessment to identify potential challenges, such as low participant turnout and logistical issues, as well as actionable mitigation strategies to address these concerns is crucial for the success of this event.

By supporting student initiatives and promoting the arts, the Schulich Art Gallery Event enhances community engagement and provides students with valuable real-world experience in sales, marketing and events. The project's success will be measured by the number of student participants, event attendance, the amount of artwork sold, and positive feedback from participants and attendees. Success of this project will set the stage for future art gallery events for students, with hopes of becoming an annual event.

Summary

The Schulich Art Gallery Event, scheduled for September 21, 2025, presents a unique opportunity to showcase and sell the creative talents of Schulich School of Business students. To ensure success, actionable recommendations have been identified and planned to ensure the event's success.

For this event, enhancing marketing efforts is crucial. This includes utilizing social media, email campaigns, a website, digital and print ads, and collaborating with student clubs. Encouraging early registration for artwork submission and workshops will help gauge interest, allowing for adjustments in marketing strategies to ensure high turnout and mitigate the risk of low attendance. Securing diversified funding is equally important, therefore will be actively seeking sponsorships from local businesses, corporate sponsors, alumni, and arts organizations to support funding. Additionally, applying for grants and engaging the community through donation campaigns will help cover other essential costs.

There must be detailed logistical planning for this event. Developing a comprehensive event plan with clear timelines, responsibilities, and a contingency plan is crucial. Regular coordination of meetings and detailed checklists for setup, execution, and cleanup will help facilitate smooth operations and address logistical challenges. To enhance the event's performance, focusing on the quality of artwork displays, workshops, and overall attendee experience is also recommended. Aligning objectives with stakeholder expectations and measuring success through key performance indicators will help build a positive reputation for the event.

Managing costs flexibly is important to accommodate unforeseen expenses. With the flexibility to adjust marketing materials and social media campaigns based on budget constraints, there will be room to allocate contingency funds for unexpected costs and scale non-critical expenditures like food and beverage arrangements according to available funds. The estimated total cost is \$24,100, allocated in phases: \$2,000 in June, \$4,800 in July, \$9,400 in August, \$7,200 in September, and \$700 in October. This budget will cover all essential activities, from initial planning to post-event tasks.

By following these recommendations, the Schulich Art Gallery Event will achieve its goals and set a precedent for future initiatives. This event will support the artistic and entrepreneurial aspirations of students and reinforce Schulich's role as a nurturing ground for diverse talents and a vibrant hub of creativity and innovation.