SCOPE STATEMENT

|  |  |
| --- | --- |
| PROJECT NAME: PMI St. LOUIS ANNUAL CONFERENCE | PROJECT MANAGER: ANUOLUWAPO BLESSING BELLO |
| PROJECT SPONSOR: PAM MEISTER | PROJECT START DATE: JANUARY, 2024 |
|  | PROJECT END DATE: JUNE 30, 2024. |
| PROJECT NO. | DATE SUBMITTED |
| 123456-78 | 01/25/2024 |
| PROJECT OBJECTIVES | |
| The project's main focus is to achieve a 10% increase in membership sign-ups for St Louis PMI by hosting a conference designed to underscore Saint Louis as a pivotal location for professional and job career development. The conference will serve as a platform to showcase job career progression opportunities and attract a 55% increase in the demographic diversity of professionals. The anticipated outcomes of the project are to expand the professional network by 65% and to solidify the status of St Louis PMI as a preeminent project management institution. This endeavor aims to achieve a 60% enhancement in the organization's prominence and a corresponding 60% positive shift in the professional community's perception of Saint Louis as a leading location for career progression. | |

Step 1. Project Deliverables

| Deliverable ID | Deliverable Name | Work/Activity |
| --- | --- | --- |
| D:1 | Conference Website | Development and launch of a comprehensive website with program schedules, speaker bios, registration portal, sponsorship opportunities, venue details, and FAQs. |
| D:2 | Event Schedule and Materials | Creation of a detailed conference schedule featuring keynote speakers, breakout sessions, workshops, and social events, along with high-quality presentation materials and handouts. |
| D:3 | Workshop Materials | Design and development of workshop content to meet specific learning objectives, securing qualified facilitators, and managing logistics. |
| D:4 | Attendee Registration and Management System | Implementation of a secure, user-friendly online registration system, managing registrations, payments, and communications, and generating participation data for analysis. |
| D:5 | Exhibitor Management System | Development of a system to attract and manage business sponsors and exhibitors, including booth selection and logistical support. |
| D:6 | Conference Logistics Contracts | Securing contracts with the venue, catering, audio/visual providers, and other vendors, negotiating rates, and managing obligations. |

Step 2. List of Project Tasks

| TASK NO. | DESCRIPTION | FOR DELIVERABLE NO. |
| --- | --- | --- |
| 1 | Stakeholder Engagement Plan | Stakeholder Management |
| 2 | Finalize Project Team & Assign Roles | Stakeholder Management |
| 3 | Develop Event Concept & Goals | Scope Management |
| 4 | Plan Two Workshops: Project Charter Creation & Using Personal Kanban | Scope Management |
| 5 | Event Website Development: Analysis Phase | Scope Management |
| 6 | Event Website Development: Design Phase | Scope Management |
| 7 | Event Website Development: Development Phase | Scope Management |
| 8 | Event Website Development: Implementation Phase | Scope Management |
| 9 | Develop & Distribute Event Survey | Scope Management |
| 10 | Project Schedule Creation | Schedule Management |
| 11 | Marketing & Promotion Plan | Communication Management |
| 12 | Develop Communication Plan/Matrix | Communication Management |
| 13 | Venue, Catering, and A/V Equipment Contracting | Resource / Procurement Management |
| 14 | SWAG Bags & Conference Materials Preparation | Resource / Procurement Management |
| 15 | Registration Process Management | Cost Management |
| 16 | Budget Finalization & Financial Management | Cost Management |
| 17 | Risk Analysis & Management Plan | Risk Management |
| 18 | Quality Assurance Plan for Project Documents | Quality Management |
| 19 | Post-Event Feedback Analysis & Reporting | Scope Management |

Step 3. Out of Scope

|  |  |
| --- | --- |
| This project will NOT accomplish or include the following: | Travel Arrangement  Personal Expenses  Costs Associated with Unforeseen Events  Accommodation Arrangement  Development and Delivery of Conference |

Step 4. Project Assumptions

|  |  |
| --- | --- |
| NO. | ASSUMPTION |
| 1 | St. Louis PMI will gain popularity and recognition through the conference. |
| 2 | The conference will successfully showcase St. Louis as a cultural and professional hub. |
| 3 | A diverse group of professionals will be drawn to the conference for career advancement opportunities. |
| 4 | The conference will lead to a measurable rise in membership registrations for St. Louis PMI. |
| 5 | Attendees will establish at least 100 new professional connections or partnerships. |

Step 5. Project Constraints

|  |  |
| --- | --- |
| PROJECT START DATE | PROJECT START DATE: JANUARY, 2024 |
| LAUNCH / GO-LIVE DATE | PROJECT START DATE: JANUARY, 2024 |
| PROJECT END DATE | PROJECT END DATE: JUNE 30, 2024. |
| LIST ANY HARD DEADLINE(S) | **Analysis for Workshop Development**: Needs to be completed by the end of March.  **Design for Workshop Development:** Follows Analysis and needs to be completed by the end of April.  **Development for Workshop Development:** This phase will take four weeks to complete and must be done by the end of May so that training materials can be sent off to the printer.  **Event Website Development:**  **Analysis:** Needs to be done by the end of January.  **Design**: Follows Analysis and needs to be done by the end of February.  **Development**: This will take two months to complete and must be done by the end of April.  **Event Venue Contract**: Plan on getting the event venue contract done in the first month of the project.  **Gift Bags and PMI Swag**: Must be ordered ASAP to arrive in time, with the project schedule including time for the gift bags to be made one month before the event week. |
| LIST OTHER DATES / DESCRIPTIONS OF KEY MILESTONES | Venue Confirmation (09/01/2024): Securing the conference venue 9-12 months before the event to ensure availability and suitability for the conference needs.  Speaker Lineup Confirmed (06/01/2024): Finalizing the list of speakers 6-8 months before the conference, ensuring a diverse and engaging lineup for attendees.  Marketing and Sponsorships Campaign Launch (04/01/2024): Initiating marketing efforts and sponsorship outreach 4-6 months before the conference to maximize visibility and financial support.  Website and Registration System Launch (03/01/2024): Going live with the conference website and online registration system 3-4 months before the event to facilitate attendee registration and provide essential information.  Workshop Schedules and Materials Finalized (02/01/2024): Completing the preparation of workshop schedules and materials 2-3 months before the conference to ensure high-quality content delivery.  Attendee Registration Closes (01/12/2025): Closing registration for attendees 2 weeks before the conference to finalize attendee numbers and prepare for on-site logistics.  Final Logistics and Vendor Confirmation (01/01/2025): Confirming all logistical arrangements and vendor services 1 week before the conference to ensure smooth execution.  Conference Opening Ceremony (01/25/2025): Officially starting the conference with an opening ceremony, marking the beginning of the event.  All Conference Sessions and Events Completed (06/26/2025): Concluding all scheduled sessions and events, marking the end of the conference.  Post-Event Surveys Distributed (03/09/2025): Gathering feedback from attendees shortly after the conference to assess the event's success and areas for improvement.  Final Financial Report and Evaluation Completed (03/25/2025): Finalizing and reviewing the financial report and overall evaluation of the conference to measure achievement against objectives. |
| BUDGET CONSTRAINTS | $235,000 (excluding presenter fees and sponsor prizes)  Here's a breakdown of the major expense categories:  Project manager contract: $120,000  Venue rental: $40,000  Catering: $60,000  Audio/visual: $50,000  Printing: $10,000  Swag bags: $15,000  Website development: $5,000 |
| QUALITY OR PERFORMANCE CONSTRAINTS | Venue Cancellation or Unforeseen Issues  Speaker Cancellations or Travel Difficulties  Technical Issues with Website or Registration System  Low Attendee Registration  Lack of Communication  Poor Design or Development Skill  Too Many Project Changes |
| EQUIPMENT CONSTRAINTS | **Equipment Constraints**  Audio/visual equipment and internet connectivity for presentations  Software and platforms for virtual components of the conference  Registration process systems |
| REGULATORY CONSTRAINTS | Permit Passages: The project is contingent upon the successful acquisition of necessary permits and licenses, which requires strict adherence to regulatory frameworks and efficient navigation of bureaucratic processes.  Safety Sails: The project is committed to ensuring the safety of all attendees and staff, which mandates the implementation of comprehensive security protocols and risk management strategies  Budget Buoys: Fiscal discipline is essential, as the project must operate within the confines of the allocated budget, necessitating prudent financial management and the cultivation of strategic sponsor relationships  Sponsor Shoals: The project's financial viability is partly dependent on securing a sufficient number of business sponsors, which requires the deployment of innovative marketing tactics and the offering of compelling sponsorship packages  Venue Anchors: The project's success is tied to the availability and suitability of the conference venue, necessitating timely confirmation and ongoing coordination with venue management  Economic Squalls: The project must remain agile in response to economic fluctuations that could affect sponsor engagement and attendee registration, requiring a flexible approach to planning and execution  Unforeseen Gales: The project must account for potential disruptions, such as adverse weather conditions or other unforeseen events, by developing contingency plans and maintaining operational flexibility |

Step 6. Updated Estimates

|  |  |
| --- | --- |
| Estimate the hours required to complete the project. | 900-1400 hours (approximately 112-175 days of full-time work) |

Step 7. Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| STAKEHOLDER NAME & TITLE | ROLE OF STAKEHOLDER / APPROVER | DATE SUBMITTED FOR APPROVAL | DATE APPROVAL RECEIVED |
| PAM MEISTER | METRO STL PMI PRESIDENT | 01/25/2024 |  |
| DR. DURBIN | PMI St. LOUIS CHAPTER BOARD | 01/25/2024 |  |