

Appendix D: Product-based planning example

D.1 SCENARIO

A project is required to organize and run a conference for between 80 and 100 delegates. The date and subject matter are set, and the focus of the conference is to bring members of a particular profession up to date on recent developments in professional procedures and standards. The project team will need to identify a venue, and check its availability, facilities and price before booking it. They will also need to identify suitable speakers and book them, before producing a detailed agenda and programme. A mailing list of delegates is available, and once the venue has been booked, the project team will need to issue a press release based on the agreed programme. Part of the project will involve producing 100 delegate handouts, with a

cover reflecting the selected subject matter. These handouts must contain a printed agenda covering the agreed programme, copies of slides and notes used by the speakers, and a feedback form to capture attendee reviews. Booking arrangements for attending the conference, including details of the programme and venue, must be sent out in the mail-shot. The team will need to regularly update the attendance list based on responses to the mail-shot, and make arrangements to recruit staff to help on the day, based on the final attendance list.

D.2 EXAMPLE OF A PROJECT PRODUCT DESCRIPTION

Table D.1 gives an example of a Project Product Description for an annual conference.

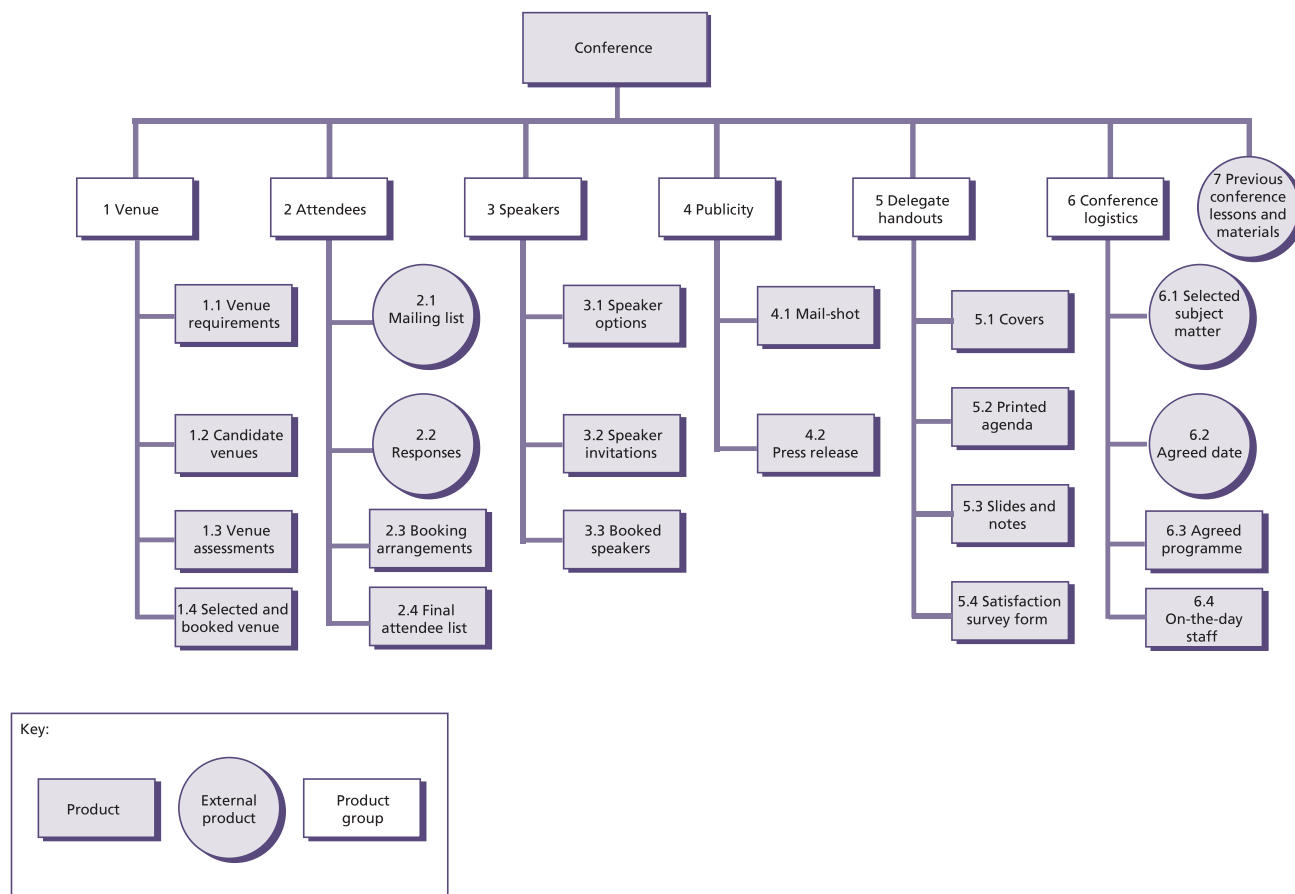


Figure D.1 Product breakdown structure in the form of a hierarchy chart

Table D.1 Example of a Project Product Description for an annual conference

Title	Annual conference
Purpose	The conference is the annual showcase of the profession and provides its members with an opportunity to learn about the latest developments in professional procedures and standards, and to network with fellow members
Composition	<ul style="list-style-type: none"> ■ Conference venue ■ Attendees ■ Speakers ■ Publicity ■ Delegate handouts ■ Conference logistics.
Derivation	<ul style="list-style-type: none"> ■ Selected subject matter ■ Mailing list ■ Previous conference lessons and materials ■ Agreed date.
Development skills required	<ul style="list-style-type: none"> ■ Conference management ■ Marketing ■ Public relations.
Customer's quality expectations	<p>Priority 1: The conference must be</p> <ul style="list-style-type: none"> ■ Professional in style, funded by attendees and address the needs of the range of members (from beginners to experienced professionals) ■ The event will provide a forum for networking ■ Repeat attendance at future conferences is generated from satisfied members <p>Priority 2:</p> <ul style="list-style-type: none"> ■ The speakers will be chosen on the basis of their knowledge, experience and expertise. They are not delivering a 'sales pitch' to the members ■ The conference will be interactive in style ■ The conference will be held at a central location, therefore minimizing travel.
Acceptance criteria and project-level quality tolerances	<p>In priority order:</p> <ul style="list-style-type: none"> ■ The cost of the conference must be covered by the attendance fees ■ Minimum of 80 and maximum of 100 people attend the conference ■ More than 50% of the presentations are interactive (tutorials rather than lectures) ■ The speakers and programme are approved by the editorial board representing the interests of the members ■ The attendees' satisfaction survey indicates that >75% will attend next year's conference and/or recommend it to colleagues. ■ The hotel venue is within three miles of a main line train station
Acceptance method	<p>As the conference cannot be rerun should it prove to be unacceptable, the Project Board will grant:</p> <ul style="list-style-type: none"> ■ Preliminary acceptance – based on approval of the agreed programme by the editorial board and independent assurance that the attendee numbers and conference costs are forecast to be acceptable ■ Final acceptance – based on the End Project Report providing evidence that the acceptance criteria were met.
Acceptance responsibilities	<ul style="list-style-type: none"> ■ The Senior User and Executive are responsible for confirming acceptance

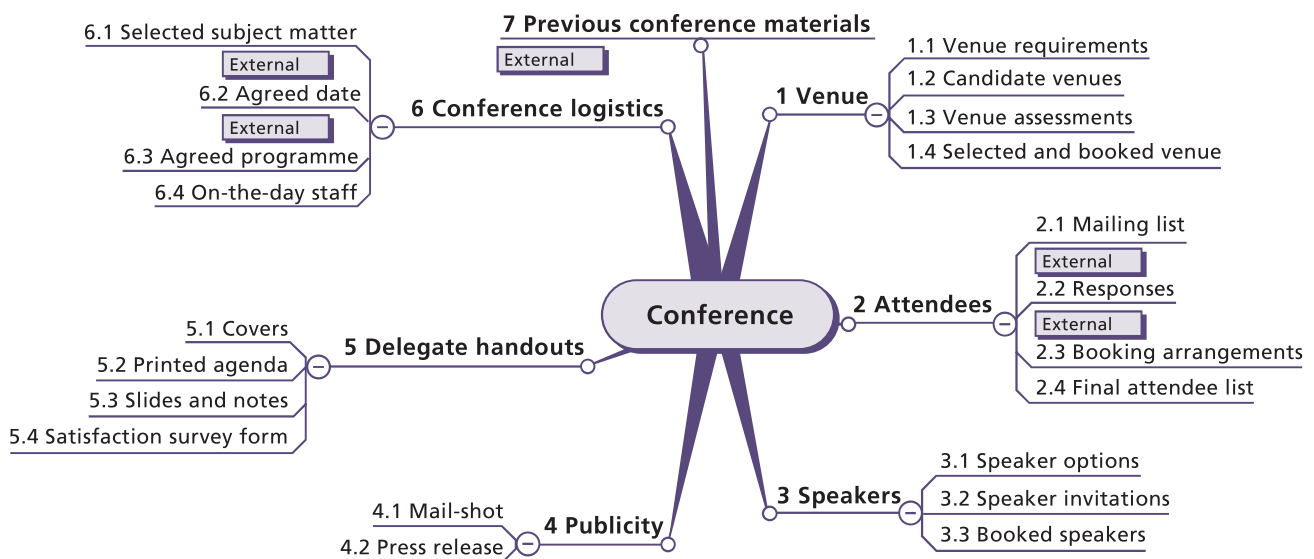


Figure D.2 Product breakdown structure in the form of a mindmap

D.3 EXAMPLES OF A PRODUCT BREAKDOWN STRUCTURE

PRINCE2 does not specify the format in which a product breakdown structure is drawn. Three example formats are provided for the conference project:

- Hierarchy chart (Figure D.1)
- Mindmap (Figure D.2)
- Indented list.

Product breakdown structure in the form of an indented list

Conference

- | | |
|---|---|
| <ul style="list-style-type: none"> 1 Venue <ul style="list-style-type: none"> 1.1 Venue requirements 1.2 Candidate venues 1.3 Venue assessments 1.4 Selected and booked venue 2 Attendees <ul style="list-style-type: none"> 2.1 Mailing list (external) 2.2 Responses (external) 2.3 Booking arrangements 2.4 Final attendee list 3 Speakers <ul style="list-style-type: none"> 3.1 Speaker options 3.2 Speaker invitations 3.3 Booked speakers | <ul style="list-style-type: none"> 4 Publicity <ul style="list-style-type: none"> 4.1 Mail-shot 4.2 Press release 5 Delegate handouts <ul style="list-style-type: none"> 5.1 Covers 5.2 Printed agenda 5.3 Slides and notes 5.4 Satisfaction survey form 6 Conference logistics <ul style="list-style-type: none"> 6.1 Selected subject matter (external) 6.2 Agreed date (external) 6.3 Agreed programme 6.4 On-the-day staff 7 Previous conference lessons and materials (external). |
|---|---|

D.4 EXAMPLE OF A PRODUCT DESCRIPTION

Identifier	Conference/4.1/version 1.0		
Title	Mail-shot		
Purpose	The mail-shot is the primary means of advertising the conference to potential delegates. It will be mailed to a list of professionals working in the industry.		
Composition	<ul style="list-style-type: none"> • Mailing envelope • Letter giving outline explanation of the conference • Leaflet giving detailed explanation of the conference, the venue and how to make a booking • Booking form • Response envelope 		
Derivation	<ul style="list-style-type: none"> • Mailing list • Agreed programme • Booking arrangements • Selected venue 		
Format and presentation	<p>Letter to be A4 on standard branded letterhead</p> <p>Leaflet and booking form to be A5 size</p> <p>Mailing envelope to be C5</p>		
Development skills required	<p>Marketing, design and copywriting skills required</p> <p>Knowledge of conference necessary</p>		
Quality responsibilities	<ul style="list-style-type: none"> • Producer – Event management company • Reviewers – as stated under 'Quality Skills Required' • Approver – Membership secretary 		
Quality criteria	Quality tolerance	Quality method	Quality skills required
Adheres to corporate identity standards	As defined in corporate identity standards	PRINCE2 quality review	Marketing team
Letter and leaflet accurately reflect all agreed details of the conference	None	Inspection	Conference Project Manager
No spelling or grammatical errors in any elements of the mail-shot	None	Word processor spell checker Inspection	Proof reader
The covering letter fits on one side of A4	May extend to reverse of a single sheet of A4	Inspection	Proof reader

D.5 PRODUCT FLOW DIAGRAM

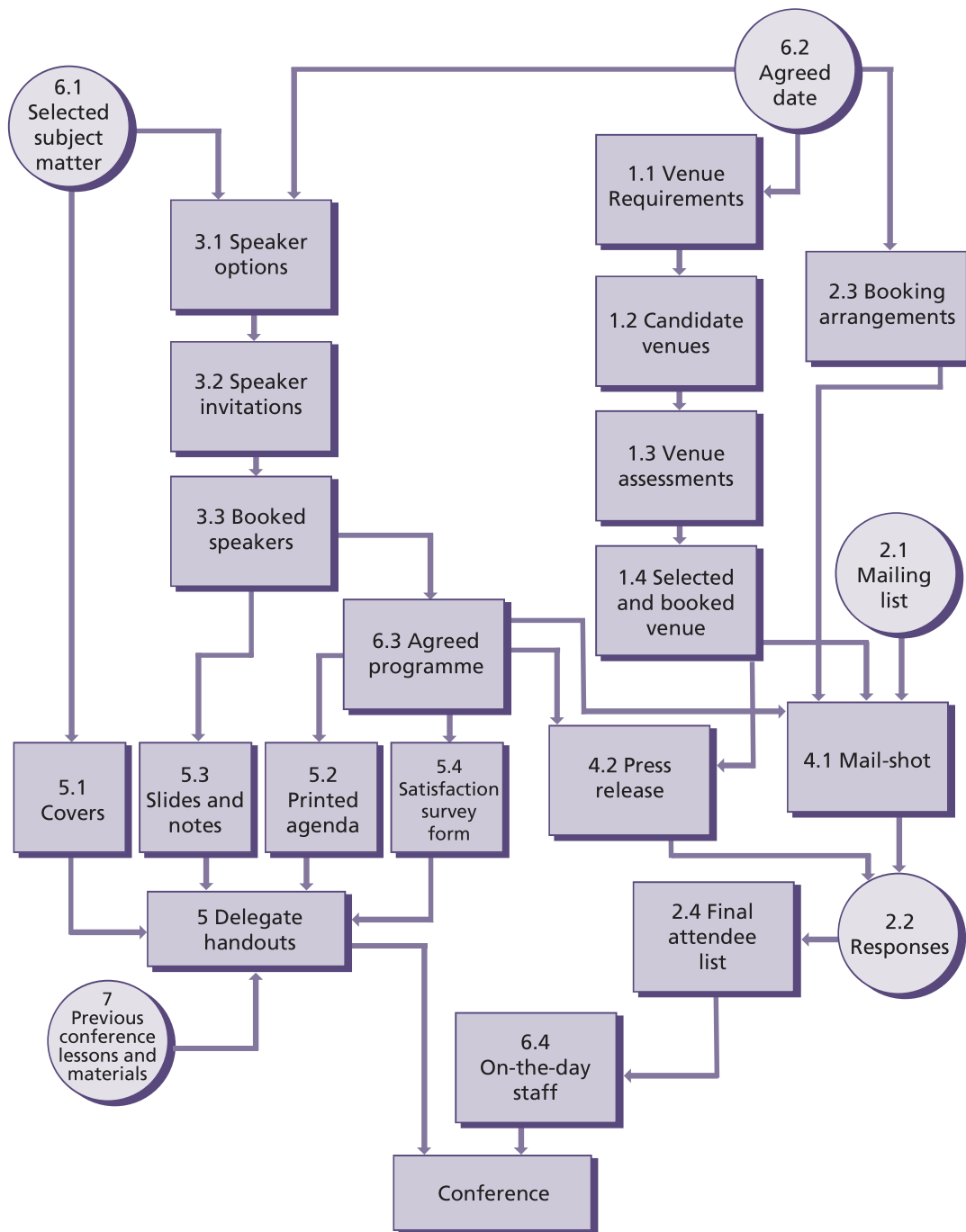


Figure D.3 Example of a product flow diagram for the conference project

Note: Only the project product, releases and products need to be transferred from the product breakdown structure to the product flow diagram. For example, in this scenario the planner has used ‘publicity’ in the product breakdown structure but the only publicity products that need to be produced are the mail-shot and press release. ‘Publicity’ is not a product that requires work but a convenient way to describe the products that provide the publicity for the conference, whereas the delegate handout is a product that is created by bringing together the covers, printed agenda, printouts of the conference slides and notes, and the satisfaction survey form products.