



PROJECT MANAGEMENT AND DIGITAL MARKETING



BY Mohamed Alaa




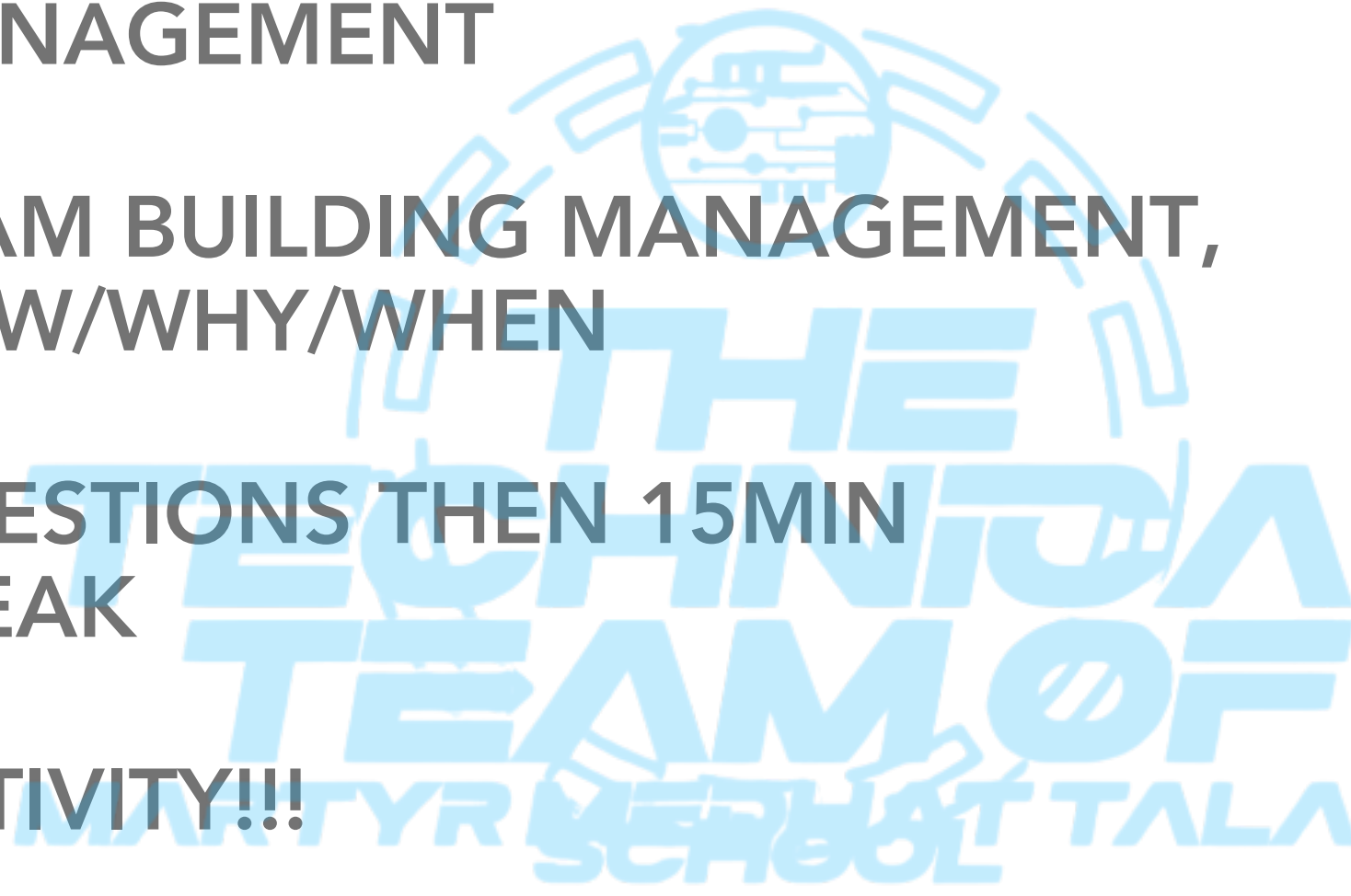
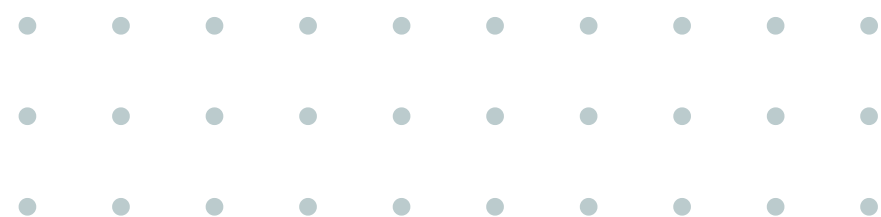
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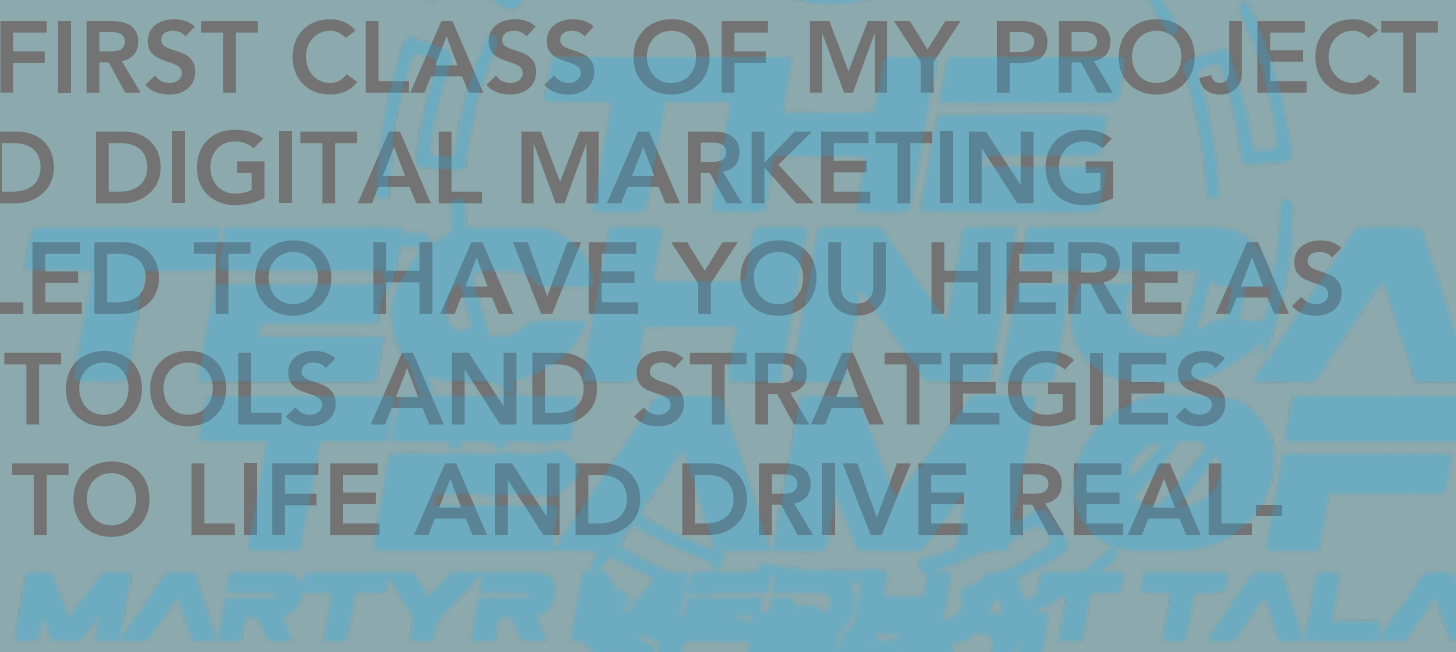
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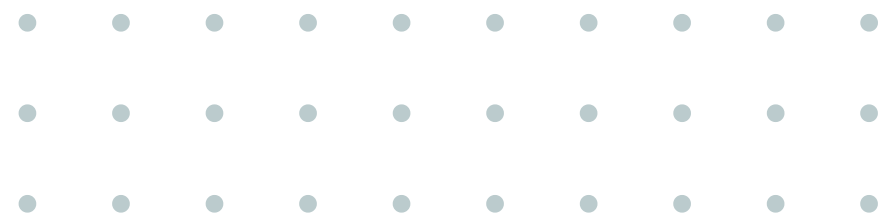
HELLO!

WELCOME TO THE FIRST CLASS OF MY PROJECT MANAGEMENT AND DIGITAL MARKETING COURSE! I'M THRILLED TO HAVE YOU HERE AS WE DIVE INTO THE TOOLS AND STRATEGIES THAT BRING IDEAS TO LIFE AND DRIVE REAL-WORLD IMPACT.



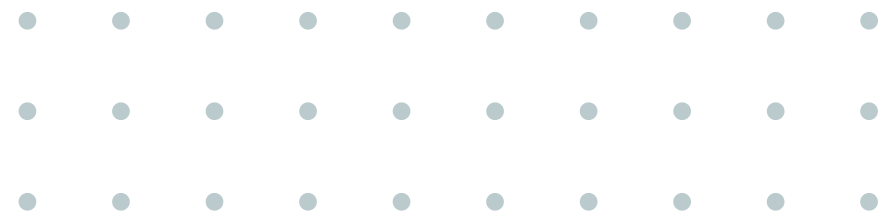
MEET ME!

- MY NAME IS "MOHAMED ALAA MOHAMED", I'M 15 YEARS OLD AND I'M A BACK END DEV IN THE TECHNICAL TEAM OF MEDHAT TALAAT SCHOOL
- I LIKE CODING, CATS AND I LOVEEE LISTENING TO MUSIC
- MY GO TO QUOTE IS "BETTER LATE THAN NEVER, BUT NEVER LATE IS BETTER" -DRAKE



INTRODUCTION

- THE PROJECT CREATION PHASE IS THE INITIAL STAGE OF THE PROJECT LIFECYCLE WHERE THE FOUNDATION FOR A SUCCESSFUL PROJECT IS LAID.
- IT INVOLVES DEFINING THE PROJECT'S PURPOSE, SCOPE, AND OBJECTIVES AS WELL AS SELECTING SUITABLE MEMBERS FOR CREATING THE PERFECT TEAM THAT WILL HELP THIS PROJECT MOVE FORWARD.



PROJECT CREATION STEPS

Clearly outlining the project's goals, deliverables, and success criteria.

PROJECT DEFINITION

Identifying a need, opportunity, or problem that the project will address.

IDEA GENERATION

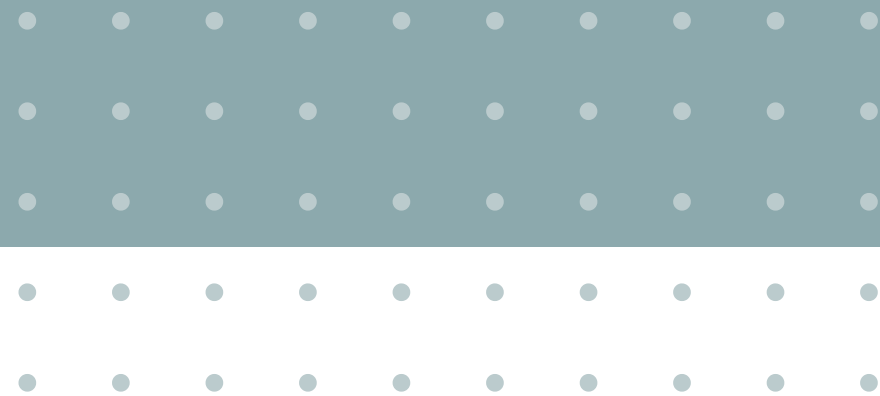
Assembling the right team with the necessary skills, defining roles and responsibilities to ensure everyone is aligned and motivated.

TEAM BUILDING

DOs

AND

DON'Ts



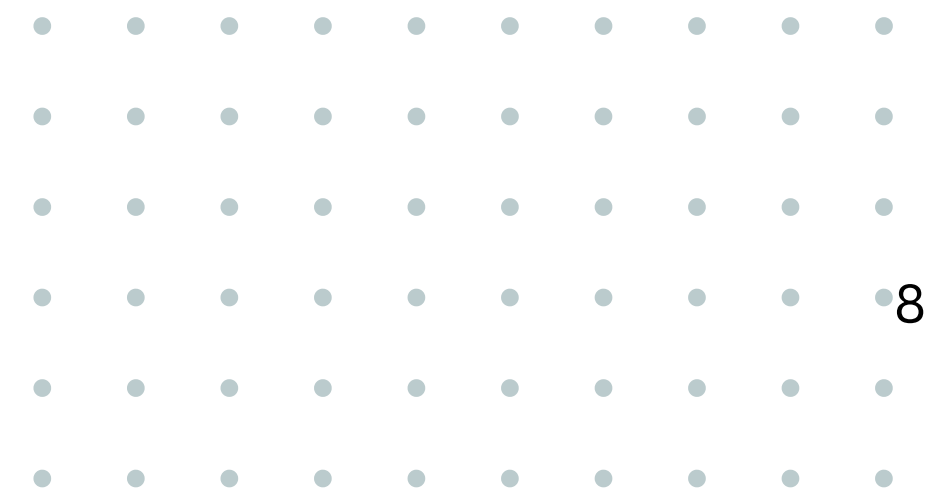


DO_s

- DO Create a High-Level Plan.
- DO Build the Right Team.
- DO Set Realistic Expectations.
- DO Document Everything.
- DO Celebrate Small Wins.

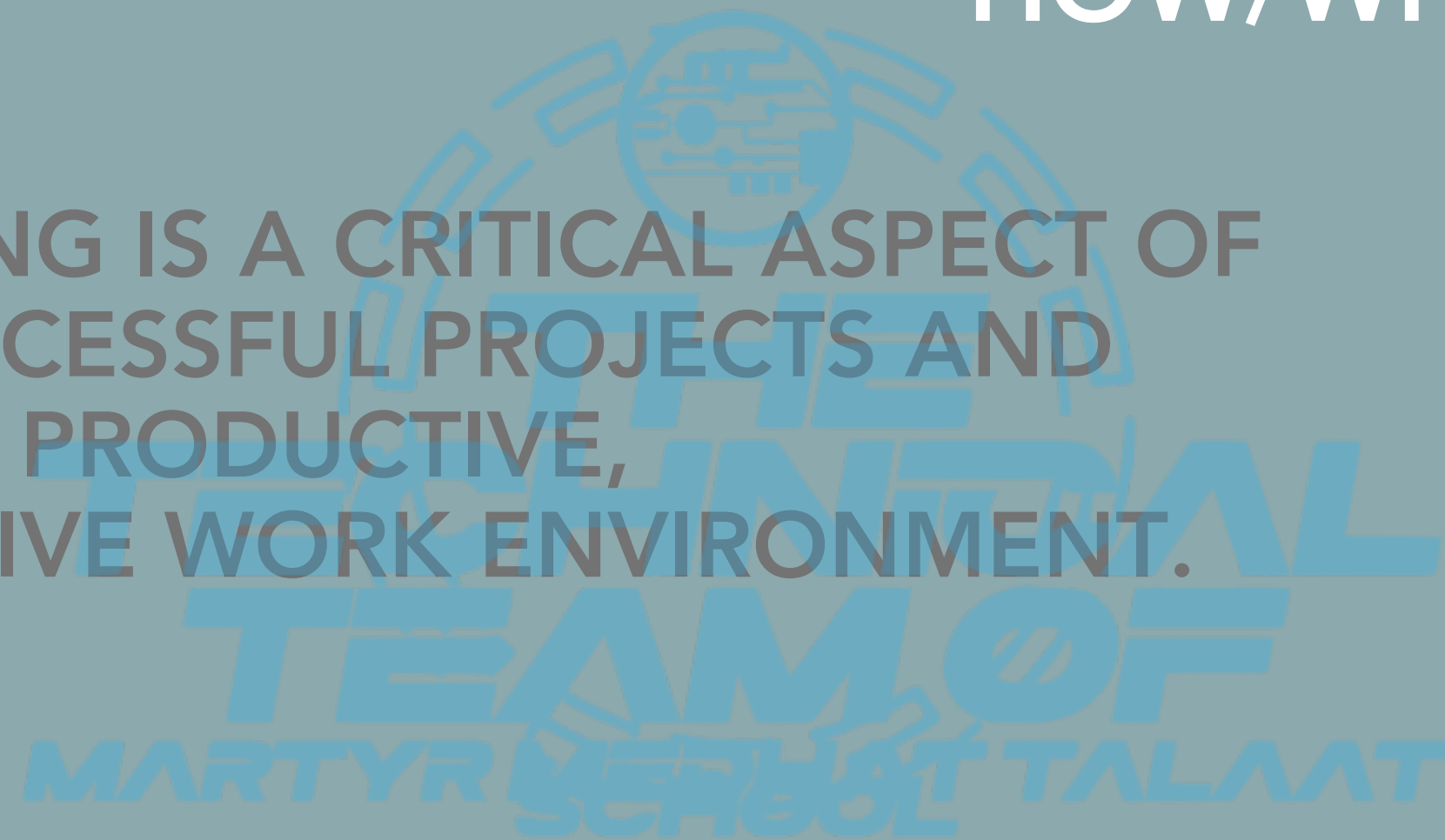
DON'T_s

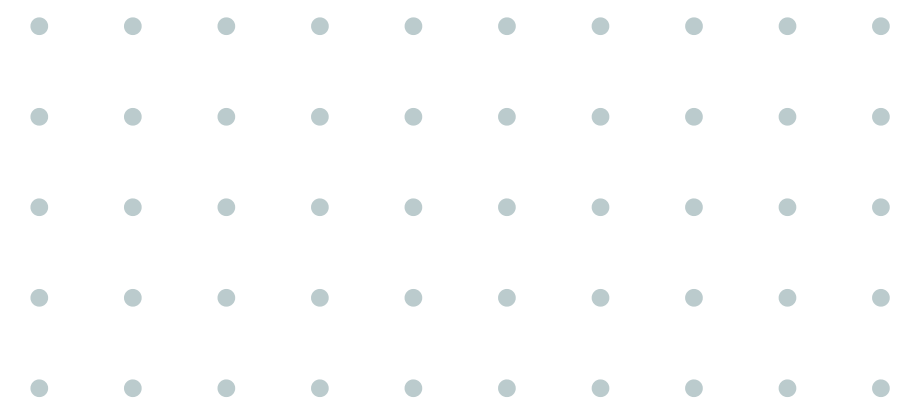
- DON'T Rush the Planning Phase
- DON'T Overpromise
- DON'T Overcomplicate Processes
- DON'T Ignore Feedback
- DON'T Try To Copy Others



TEAM BUILDING AND MANAGEMENT, HOW/WHY/WHEN

TEAM BUILDING IS A CRITICAL ASPECT OF
LEADING SUCCESSFUL PROJECTS AND
FOSTERING A PRODUCTIVE,
COLLABORATIVE WORK ENVIRONMENT.





When

At the Start of a Project or at least at its early stages.

It's likely better if you start building your team before doing any big/complicated tasks so the new members can catch up easily to what you have done already.

How

The method of collecting skilled members for a certain project varies according to the type of the project and most importantly the collector himself.

Why

The presence of a reliable,skilled team can make the process of creating a project much more efficient,fun and reduces the number of errors that the project might face during early stages

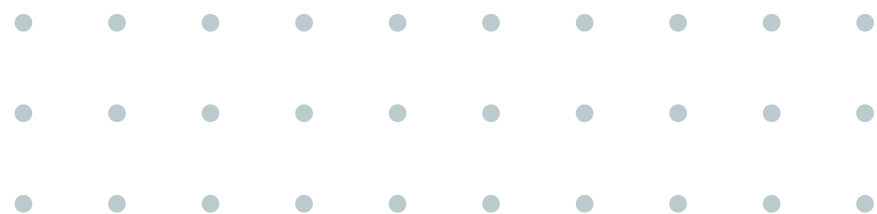
The easiest way to find reliable team members is through your friend circle as they are usually the closest people to you during your day.



Team Managing

Team managing/leading isn't as easy as it seems and requires multiple set of social skills and experiences. That's why the first step is to choose a leader for your team.

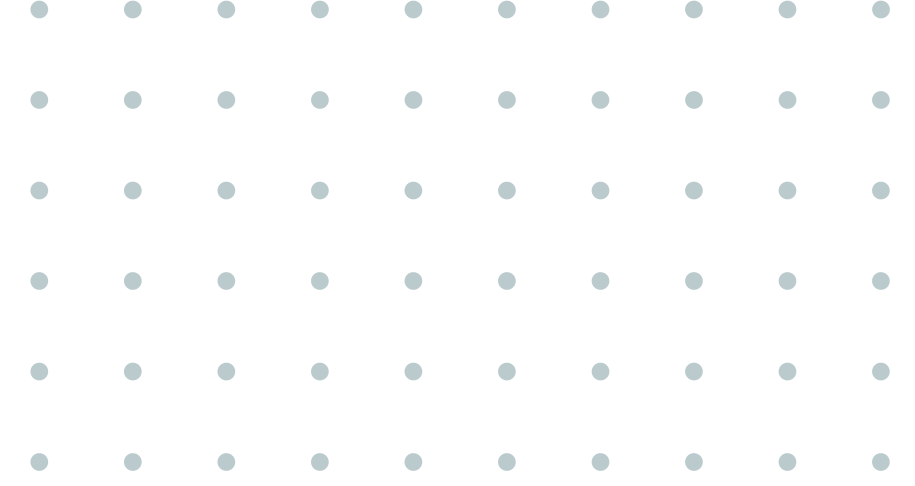
The team leader is a person who is responsible for assigning tasks, solve problems, bring in new team members and more! So that's why he have to have a strong, leading and respectful personality so members of his team can trust him and respect him.



MANAGE YOUR TEAM PROPERLY

THE
TECHNICAL
TEAM OF
MARTYR SCHOOL TALAMT

LEADER RESPONSIBILITIES



1. **Communicate Clearly:** Set expectations, share goals, and keep everyone informed to avoid misunderstandings.
2. **Provide Support:** Offer resources, guidance, and feedback to help your team succeed and grow.
3. **Recognize Efforts:** Celebrate achievements and acknowledge contributions to keep morale high.
4. **Adapt and Lead:** Be flexible, address challenges promptly, and lead by example to inspire confidence and motivation.



"JUST KEEP
MOVING
FORWARD."

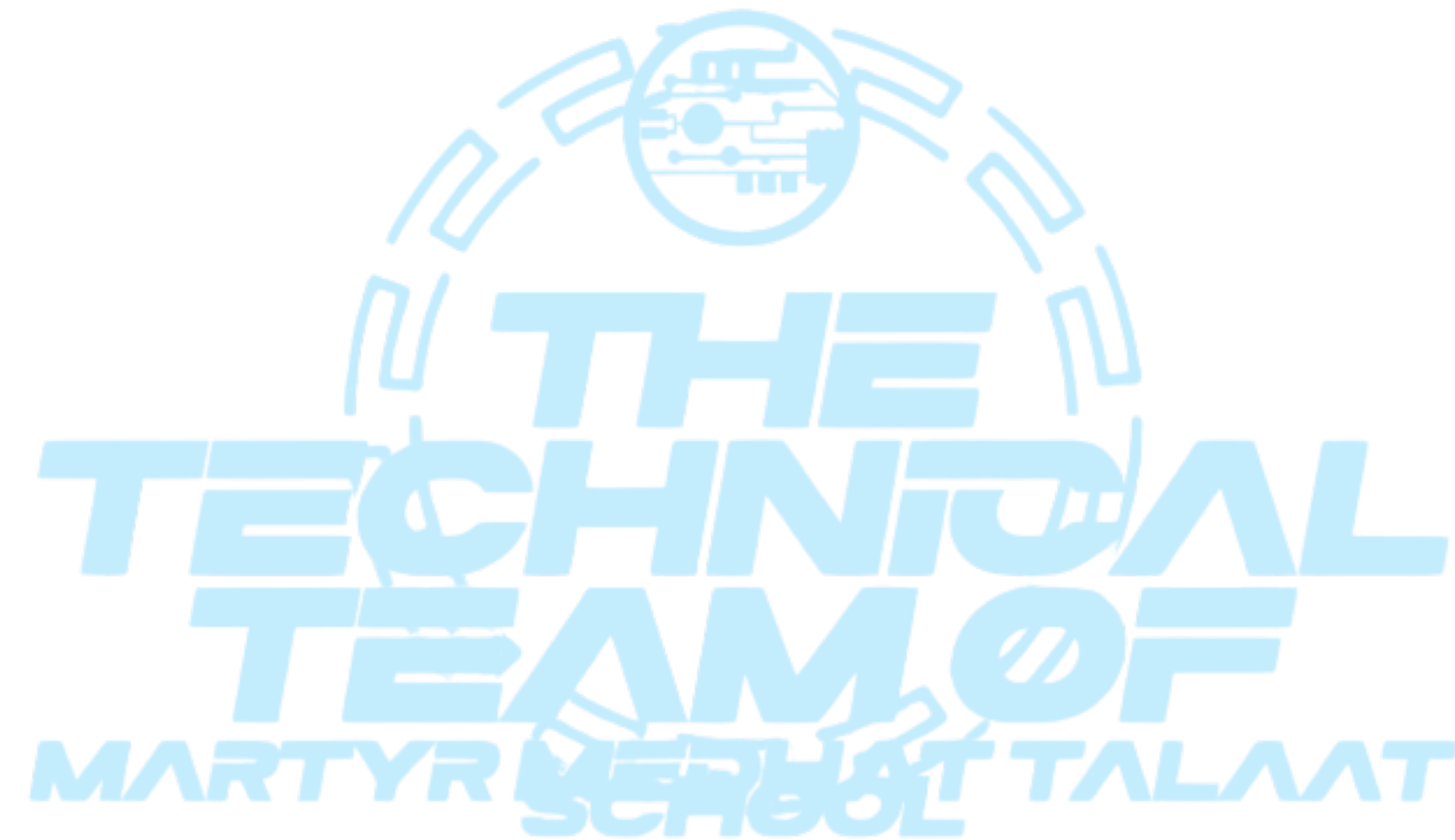


(QUESTIONS + 15MIN BREAK)

ACTIVITY TIME!!

THE
TECHNICAL
TEAM OF
MARTYR SCHOOL TALAMT

ACTIVITY



NEXT SESSION

- How is project management relative to digital marketing and how can't exist without each other?





THANK YOU

Do you have any question?

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