26/03/2023

# LAPTOP FEST

*Our Team Delivers Client Satisfaction!*

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# CONTENTS

**CONTENTS** ..... **1**
**PROJECT OVERVIEW** ..... **2**
PROJECT DESCRIPTION ..... 2
GOALS ..... 2
SCOPE STATEMENT ..... 3
DELIVERABLES ..... 4
REQUIREMENTS ..... 4
**GANTT CHART** ..... **5**
**WORK BREAKDOWN STRUCTURE** ..... **6**
**WORK BREAKDOWN STRUCTURE DICTIONARY** ..... 7
**STAKEHOLDER AND COMMUNICATION PLAN** ..... **18**
STAKEHOLDER PLAN ..... 18
POWER/INTEREST GRAPH ..... 20
COMMUNICATION PLAN ..... 22
STAKEHOLDER COMMUNICATION TABLE ..... 24
**TEAM REFLECTION** ..... **25**
**PEER FEEDBACK** ..... **26**

# PROJECT OVERVIEW

## PROJECT DESCRIPTION

LaptopFest is an event to showcase the latest or upcoming laptop and hardware technology. The event is meant to bring leading laptop manufacturers, hardware developers and technology enthusiasts together. LaptopFest provides a platform for companies to display their upcoming laptops and hardware and for customers/ attendees to test and interact with the products.

The event will be held in a large convention centre, with multiple exhibit areas for companies to display their latest laptops and technology. We will set up booths to showcase the latest laptops and hardware, this area will also allow attendees to test-run the devices. We will have a main stage where keynote speakers can demonstrate their products to a wider audience including people watching online.

At Laptop Fest, attendees will have the opportunity to test run the newest features and ask the company's representatives any questions they may have, this event will also provide an excellent opportunity for networking and building new relationships.

In addition to exhibits and seminars, we will also have interactive workshops and competitions, this will allow attendees to look around at all the exhibits. Some of the competitions may include signing up for newsletters or following a certain company, and some could be a gaming tournament, so guess the hardware contests.

## GOALS

Laptopfest is an event that aims to achieve multiple goals related to showcasing the latest laptops and hardware in the technology sector. The main purpose of the event is:

1. Provide a platform for companies to show their latest and greatest: LaptopFest offers a platform like no other, uniquely for laptop manufacturers and developers of hardware to showcase their newest creations to the world. This provides the companies with a great opportunity to demonstrate their products and generate some interest before launch.

2. Promoting networking and relationship-building within the industry: LaptopFest provides a unique opportunity for companies and attendees to network with each other to help build relationships, exchange ideas and potentially form collaborations.

3. Encouraging innovation and creativity: Attendees can explore cutting-edge technology, test out the newest features, and push the limits of the possibility within the newest computers and hardware at the event. We have allowed everyone to test it before they buy it. This could promote creativity and innovation inside the sector.

4. Creating a space for learning and professional development: The seminars and workshops we have provided will educate the attendees, having them learn about the specifications of the laptop and what it can do. Some of the learning development workshops focus on how the hardware is built and what are the limits, who the laptop is made for and other relevant topics.

5. Promoting the use of technology for personal and professional use: We want to promote the use of technology for personal and professional use, this can help many businesses and attendees stay up to date with the latest upgrades in the tech industry, this can also improve their productivity and overall quality of life.

## SCOPE STATEMENT

LaptopFest is an event for companies to showcase their newest models of laptops or new technology, it aims to attract and give specifications for laptop enthusiasts and also get feedback for the attendees, where they can give an honest review on the products for the companies attending. It will also be giving the companies great marketing opportunities, product demonstrations and attracting potential buyers.

The scope of the event includes:

1. Securing a venue large enough to accommodate exhibitors, and attendees and an area for the main stage.
2. Promoting the event online through social media like Facebook, Instagram, and TikTok. Also on the company's website and Ticketmaster.
3. Inviting and getting confirmations from reputable laptop companies.
4. We need to hire and train staff or get volunteers to help with the event operations.
5. Staff to manage the registrations, admission and security of the attendees and exhibitors.

The scope of the event does not include transport or accommodation for any attendees or exhibitors they will need to find their own transport and accommodation.

## DELIVERABLES

The deliverables we want to achieve are to focus on creating a memorable and engaging experience for the attendees and guests, including the registration process and check-in, networking opportunities, product demonstrations, gift bags, competitions and post-event follow-up.

## REQUIREMENTS

The requirements for a successful event we want to achieve are to have clear objectives, we will need to have a clear understanding of the purpose of the event and what we want to achieve from it. Detailed planning plays a major role in a successful event, we require careful planning, including budgeting, scheduling, selecting a venue, coordinating vendors, and managing logistics. We must have a clear and detailed plan. Strong communication and Effective promotions are also key elements in making our event successful, to attract guests we need to build hype or buzz around the event, we will be marketing it through social media, flyers, email campaigns and reaching out to influencers to promote our event. Ultimately the success of the event is measured by the company and guests' experience, if the attendees had a memorable and enjoyable experience, leaving them feeling satisfied and eager to attend our future events then this would be a successful event.

## GANTT CHART

# Laptop Fest

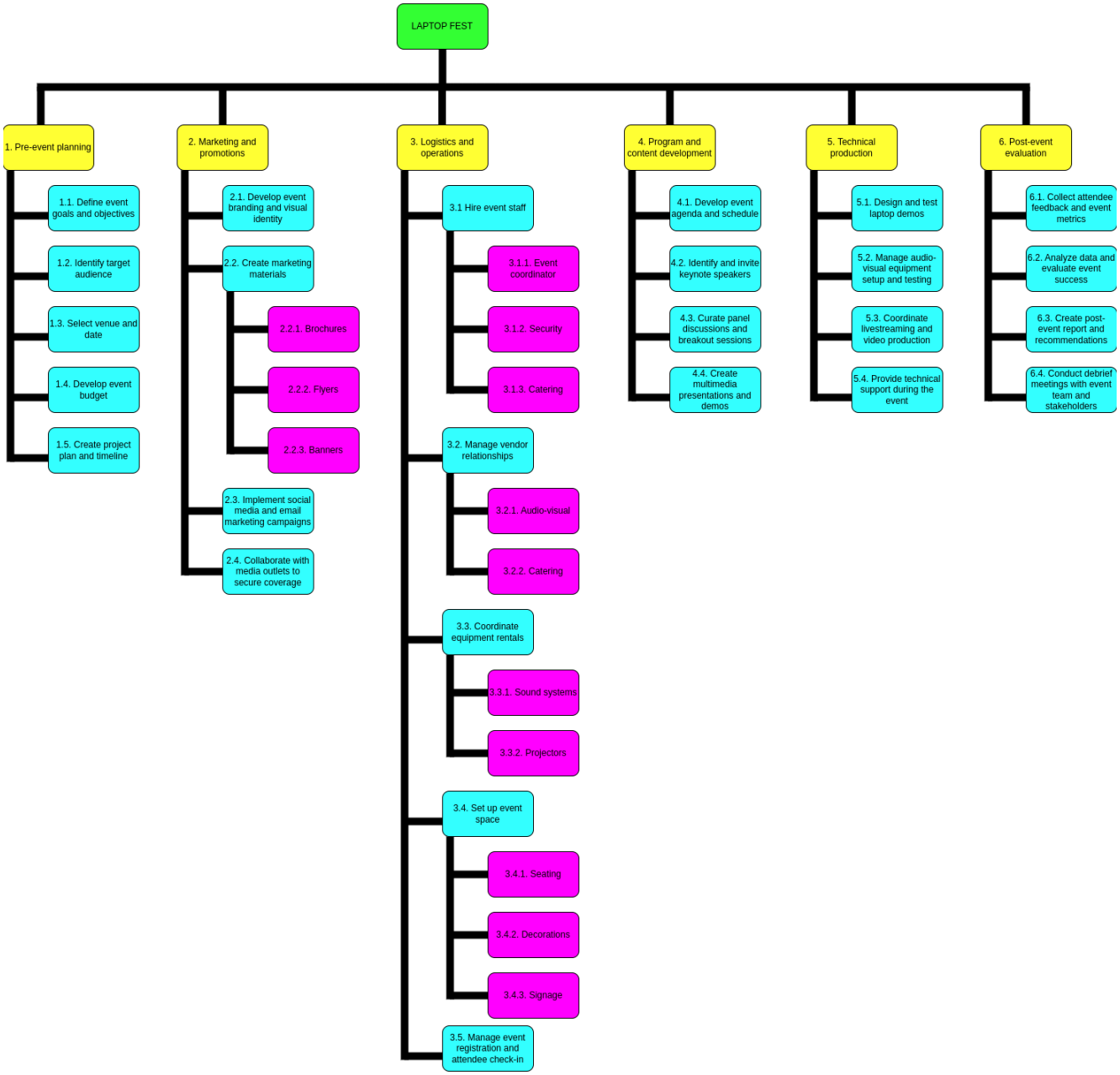
Mar 24, 2023

# Gantt Chart

4

| | | |
|---|---|---|
| 1. Pre-event planning | 2023/4/1 | 2023/4/21 |
| 1.1. Define event goals and objectives | 2023/4/1 | 2023/4/7 |
| 1.2. Identify audience target | 2023/4/8 | 2023/4/21 |
| 1.3. Select venue and date | 2023/4/8 | 2023/4/21 |
| 1.4. Develop event budget | 2023/4/8 | 2023/4/21 |
| 1.5. Create projecplan and timeline | 2023/4/8 | 2023/4/21 |
| 2. Marketing and promations | 2023/4/18 | 2023/6/10 |
| 2.1. Develop event branding and visual identity | 2023/4/18 | 2023/4/24 |
| 2.2.Create marketing materials | 2023/4/24 | 2023/5/8 |
| 2.2.1. Brochures | 2023/4/24 | 2023/5/8 |
| 2.2.2. Flyers | 2023/4/24 | 2023/5/8 |
| 2.2.2. Banners | 2023/4/24 | 2023/5/8 |
| 2.3. Implement social media and email marketing campaigns | 2023/4/24 | 2023/6/10 |
| 2.4. Collaborate with media outlets to secure coverage | 2023/4/24 | 2023/6/10 |
| 3. Logistics and operations | 2023/4/24 | 2023/6/12 |
| 3.1. Hire event staff | 2023/5/1 | 2023/6/2 |
| 3.1.1. Event coordinator | 2023/5/1 | 2023/6/2 |
| 3.1.2. Security | 2023/5/1 | 2023/6/2 |
| 3.1.3. Catering | 2023/5/1 | 2023/6/2 |
| 3.2. Manage vendor relationship | 2023/4/24 | 2023/5/26 |
| 3.2.1. Audio-visual | 2023/4/24 | 2023/5/26 |
| 3.2.2. Catering | 2023/4/24 | 2023/5/26 |
| 3.3. Coordinate equipment rentals | 2023/5/29 | 2023/6/12 |
| 3.3.1. Sound systems | 2023/5/29 | 2023/6/12 |
| 3.3.2. Projectors | 2023/5/29 | 2023/6/12 |
| 3.4. Set up event space | 2023/6/5 | 2023/6/12 |
| 3.5. Manage event registration and attendee check-in | 2023/6/9 | 2023/6/10 |
| 4. Program and content development | 2023/5/15 | 2023/6/2 |
| 4.1. Develop event agenda and schedule | 2023/5/15 | 2023/5/19 |
| 4.2. Idenify and invite keynote speakers | 2023/5/15 | 2023/6/2 |
| 4.3. Curate panel discussions and breakout sessions | 2023/5/19 | 2023/5/29 |
| 4.4. Create multimedia presentations and demos | 2023/5/29 | 2023/6/2 |
| 5. Technical production | 2023/6/5 | 2023/6/10 |
| 5.1. Design and test laptop demos | 2023/6/5 | 2023/6/9 |
| 5.2. Manage audio-visual equipment setup and testing | 2023/6/5 | 2023/6/9 |
| 5.3. Coordinate livestreaming and video production | 2023/6/10 | 2023/6/10 |
| 5.4. Provide technical support during the event | 2023/6/10 | 2023/6/10 |
| 6. Post-event evaluation | 2023/6/12 | 2023/6/16 |
| 6.1. Collect attendee feedback and event metrics | 2023/6/12 | 2023/6/13 |
| 6.2. Analyze data and evaluate event success | 2023/6/13 | 2023/6/13 |
| 6.3. Create post-event report and recommendations | 2023/6/14 | 2023/6/15 |
| 6.4. Conduct debrief meetings with event team and stakeholders | 2023/6/16 | 2023/6/16 |

# WORK BREAKDOWN STRUCTURE



## WORK BREAKDOWN STRUCTURE DICTIONARY

| WBS Dictionary Entry |
|---|
| **WBS Item Number:** 1 |
| **WBS Item Name:** Pre-event Planning |
| **WBS Item Description:** This is the organization of the project that will go through key details needed to plan for the project. |

| WBS Dictionary Entry |
|---|
| **WBS Item Number:** 1.1 |
| **WBS Item Name:** Define event goals and objectives |
| **WBS Item Description:** The discussion of the outcome of the project and milestones to hit. |

| WBS Dictionary Entry |
|---|
| **WBS Item Number:** 1.2 |
| **WBS Item Name:** Identify target audience |
| **WBS Item Description:** Identity what customers we will be targeting. |

| WBS Dictionary Entry |
|---|
| **WBS Item Number:** 1.3 |
| **WBS Item Name:** Select venue and date |
| **WBS Item Description:** The decision where to hold the event and what date it is on. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 1.4 |
| **WBS Item Name:** Define event budget |
| **WBS Item Description:** Detail the budget that will be required to complete the project. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 1.5 |
| **WBS Item Name:** Create project plan and timeline |
| **WBS Item Description:** The creation of the project plan including what is required and the duration of the project. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2 |
| **WBS Item Name:** Marketing and promotions |
| **WBS Item Description:** The advertisement of the laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.1 |
| **WBS Item Name:** Develop event branding and visual identity |
| **WBS Item Description:** The creation of the laptop fest brand and logos. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.2 |
| **WBS Item Name:** Create marketing materials |
| **WBS Item Description:** The tools that will be used in the marketing process. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.2.1 |
| **WBS Item Name:** Brochures |
| **WBS Item Description:** This is an informative leaflet that contains many details of the laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.2.2 |
| **WBS Item Name:** Flyers |
| **WBS Item Description:** A flyer (or flier) is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.2.3 |
| **WBS Item Name:** Banners |
| **WBS Item Description:** Used for showing the slogan for laptop fest and other features in it. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.3 |
| **WBS Item Name:** Implement social media and email marketing campings |
| **WBS Item Description:** The marketing team that is used to create excitement and interest in laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 2.4 |
| **WBS Item Name:** Collaborate with media outlets to secure coverage |
| **WBS Item Description:** This is used to drive up excitement for laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3 |
| **WBS Item Name:** Logistics and operations |
| **WBS Item Description:** This is the mathematical skill used to identify risks or the planning of the event that includes the workers, lighting, etc. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.1 |
| **WBS Item Name:** Hire event staff |
| **WBS Item Description:** Finding suitable staff for the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.1.1 |
| **WBS Item Name:** Event coordinator |
| **WBS Item Description:** This person creates the plan for the event and makes it run smoothly. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.1.2 |
| **WBS Item Name:** Security |
| **WBS Item Description:** Thé protection needed for the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.1.3 |
| **WBS Item Name:** Catering |
| **WBS Item Description:** The food service for the event to feed the attendees. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.2 |
| **WBS Item Name:** Mange vendor relationships |
| **WBS Item Description:** These are the suppliers of the technological side of the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.2.1 |
| **WBS Item Name:** Audio-visual |
| **WBS Item Description:** The tv screens and sound systems at the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.2.1 |
| **WBS Item Name:** Catering |
| **WBS Item Description:** The food service for the event to feed the attendees |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.3 |
| **WBS Item Name:** Coordinate equipment rentals |
| **WBS Item Description:** Equipment that will be rented for the event that will be used for laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.3.1 |
| **WBS Item Name:** Sound systems |
| **WBS Item Description:** Audio for the event that will be able to project the audio for the whole audience. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.3.2 |
| **WBS Item Name:** Projectors |
| **WBS Item Description:** This is the visual service for the event that will show the key moments in the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.4 |
| **WBS Item Name:** Setup event space |
| **WBS Item Description:** The planning of the seating arrangements for the audience and organization of the event space. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.4.1 |
| **WBS Item Name:** Seating |
| **WBS Item Description:** Where the audience will sit and watch laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.4.2 |
| **WBS Item Name:** Decorations |
| **WBS Item Description:** Thé aesthetic feature for the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.4.3 |
| **WBS Item Name:** Signage |
| **WBS Item Description:** The display of signs at the event for a commercial purpose. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 3.5 |
| **WBS Item Name:** Manage event registration and attendee check-in |
| **WBS Item Description:** At the start of the event the customers must go through this process the enter the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 4 |
| **WBS Item Name:** Program and content development |
| **WBS Item Description:** The designing and development of the laptop. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 4.1 |
| **WBS Item Name:** Develop event agenda and schedule |
| **WBS Item Description:** The description of how the event will flow and what will order of events will be spoken. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 4.2 |
| **WBS Item Name:** Identify and invite keynote speakers |
| **WBS Item Description:** Find speakers for the event that will describe the laptop. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 4.3 |
| **WBS Item Name:** Curate panel discussions and breakout sessions |
| **WBS Item Description:** The panel that will be used to answer questions from the audience. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 4.4 |
| **WBS Item Name:** Create a multimedia presentation and demos |
| **WBS Item Description:** Presentation that will be used to show off the product and describe its features of the product. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 5 |
| **WBS Item Name:** Technical production |
| **WBS Item Description:** The planning, logistics, installation and operation of the equipment for the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 5.1 |
| **WBS Item Name:** Design and test laptop demos |
| **WBS Item Description:** The creation of the laptop and the necessary testing for the laptop. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 5.2 |
| **WBS Item Name:** Manage audio-visual equipment setup and testing |
| **WBS Item Description:** The storage of Audio and visual equipment that will be used for the event and the testing. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 5.3 |
| **WBS Item Name:** Coordinate live streaming and video production |
| **WBS Item Description:** The commercial aspect to show off the product for people who cannot attend the event and for future videos for the laptop fest. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 5.4 |
| **WBS Item Name:** Provide technical support during the event |
| **WBS Item Description:** Support for the speakers, lightwork and other technical operations during the event. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 6 |
| **WBS Item Name:** Post-event evaluation |
| **WBS Item Description:** A report detailing how the event went and the pros/cons. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 6.1 |
| **WBS Item Name:** Collect attendee feedback and event metrics |
| **WBS Item Description:** Collection of feedback for the event and the metrics to see how the event went. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 6.2 |
| **WBS Item Name:** Analyze data and evaluate event success |
| **WBS Item Description:** This is the process of data that will lead us to see if the event was a success or a failure and where the success or failure was. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 6.3 |
| **WBS Item Name:** Create post-event report and recommendations |
| **WBS Item Description:** The report detailing the event and feedback that was given back. |

| WBS Dictionary Entry |
| --- |
| **WBS Item Number:** 6.4 |
| **WBS Item Name:** Conduct debrief meetings with event team and stakeholders |
| **WBS Item Description:** A meeting with all the members of the team detailing the outcome of the project. |

## STAKEHOLDER AND COMMUNICATION PLAN

### STAKEHOLDER PLAN

A stakeholder plan is an essential component of the success of our event management organization. All stakeholders involved in the event, such as attendees, sponsors, vendors, volunteers, and the community, will be identified in the plan. The next step is to determine the needs, interests, and expectations of each stakeholder. This will enable our organization to prioritize and distribute resources more effectively.

Our communication with stakeholders will be ongoing and transparent, with the goal of keeping them up to date on the event's advances and tackling any worries or inquiries they may have. Following the event, our organization will request input from stakeholders to find places for improvement and evaluate the event's overall success. A well-executed stakeholder plan can boost stakeholder engagement, strengthen relationships, and make sure that the event satisfies the requirements of all participants.

Our stakeholder management plan will consist of multiple elements in order to guarantee a profitable LaptopFest event, leaving stakeholders, attendees and staff content. Our company's management team, involves the CEO, CFO, and other senior executives. They are in charge of communicating with shareholders and working to ensure that their interests and goals are taken into account in the company's decision-making processes. They will communicate information that stakeholders should be aware of and avoid overloading unnecessary information. They will communicate with our shareholders on a regular basis to provide updates on the company's financial condition, news updates, and other critical details. This can be accomplished via regular teleconferences, email updates, or in-person meetings.

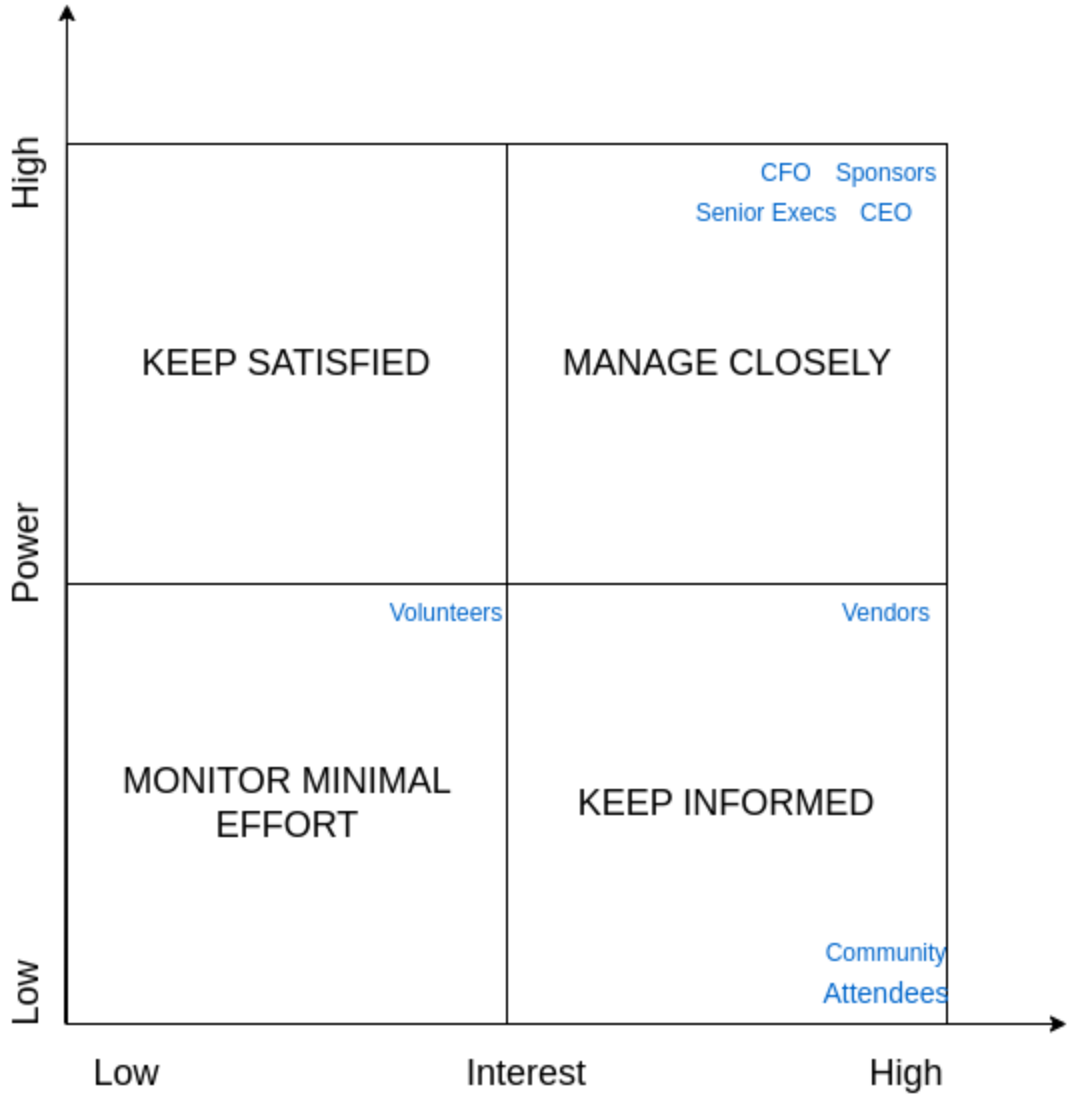
Another crucial step in our stakeholder management plan is listening to feedback. Shareholders may have beneficial insights and feedback on the operational processes or the business's strategy. The management team will be open to receiving and integrating this feedback into their decision-making processes. Alongside this step, shareholders expect and are entitled to complete transparency. This includes an expectations management matrix which can help clarify expectations (a measure of scope e.g. time, a measure of priority, and guidelines. Our team will also include reliable and precise financial reporting, as well as effective communication about the company's approach and potential plans. Addressing concerns, and progress hiccups need to be communicated with our stakeholders. If the company's shareholders express any worries

or reservations about the company's performance or operations, it is important for our management team to acknowledge and consider these concerns seriously, and take prompt and efficient action to resolve them. We will keep our shareholders engaged and ensure qualitative communication by scheduling meetings, creating demos, etc.

The final step in order to maintain clear communication with shareholders consists of aligning incentives. Our management team will make certain that the company's incentives match those of its shareholders. We will imply that executives should prioritize long-term business value for the company's investors over short-term gains. LaptopFest's management team will work on communication requirements throughout the planning, hosting and post-planning processes. We will use communication methods whether it be informal or formal, internal or external methods so our shareholders have received information about our event in a comprehensible manner.

Overall, our management team for our event-running company will work collaboratively with shareholders to create a successful and sustainable business. By building strong relationships with investors and prioritizing transparency and communication, the management team can create a positive and supportive environment for all stakeholders involved in the company.

## POWER/INTEREST GRAPH




Manage Closely – These stakeholders hold the highest amount of power and highest interest throughout our project. Corporations and good relationships with this stakeholder will ensure a smooth and successful marathon event.

High power, high interest:

- CEO

- CFO

-Sponsors

-Senior Execs

Keep Informed – These stakeholders have a high interest in the event but don’t have any power or influence. They should be kept informed on relevant updates for the event. Even though they don’t have any influence on decisions for the event, they will contribute to the success of the event.

Low power, high interest:

- Community

- Attendees

Medium power, high interest:

- Vendors

Monitor Minimal Effort – These stakeholders have a low interest in the event and don’t have any power or influence. They should be kept monitored with minimal effort for the event. Even though they don’t have any influence on decisions for the event, they will contribute to the success of the event.

Low power, medium interest:

-Volunteers

## COMMUNICATION PLAN

Successful organizations rely on effective communication to establish and maintain relationships among individuals and groups. Communication is crucial for exchanging information, ideas, and feedback, which are essential for decision-making, problem-solving, and innovation. By promoting transparency, accountability, and clarity, good communication practices help to foster trust and a positive workplace culture. Clear communication also ensures that everyone is aligned with the organization's goals, reducing misunderstandings, conflicts, and errors. In today's global and digital environment, communication is even more critical as teams may be geographically dispersed and working remotely. Effective communication channels can help organizations overcome the challenges of distance and time zones, leading to a cohesive and collaborative team.

The greatest threat to many projects is a failure to communicate, strong verbal skills are a key factor in career advancement for IT professionals. There are some important points that need to be highlighted when expressing a project, idea or event in an organization. No crucial information should be buried, all the necessary details must be provided for clarity purposes. Another point is not being afraid to report bad information, good and bad feedback should be reported to set the project, topic etc in a realistic perspective, where appropriate changes can be made for further improvements. As an example of displaying this, oral communication via meetings and informal talks helps bring important information both good and bad out into the open.

In order to run LaptopFest events we will ensure to utilize a communication management plan which concludes with a stakeholder analysis for project communications. Our stakeholders will communicate in various means whether it's face-to-face: body language, stand-up meetings, formal, informal, etc. The communication management plan contents will include, stakeholder communications requirements information to be communicated, including format, content, and level of detail needed. It will include the people who will receive the information, which will include our customers, laptop manufacturers, hardware developers and technology enthusiasts.

In relation to LaptopFest, we will use effective communication to guarantee a successful event. There are multiple steps involved, such as pre-event planning, marketing, logistics operations, management of the event, content development, technical production and post-event evaluation. A breakdown of the LaptopFest event concludes with our team

Our producers will plan the event itself and provide all information related to successfully running the event. They will schedule weekly meetings, both face-to-face and online to discuss our goals, objectives, venues, themes, budgets and timelines. These details will vary depending on how many companies wish to take part in our event but the basic details such as the number of attendees, number of booths, layout and running time of booths etc. will be mapped out by our producers. They will also suggest methods or technologies for conveying the information such as verbal communication. It involves the use of spoken words, such as face-to-face conversations, telephone calls, and video conferencing. This method is useful for conveying information that requires immediate feedback, clarification, or emotional nuance.

Our marketing team will then utilize visual communication methods using conveying information through visual aids, such as charts, diagrams, infographics, and videos to create our event's brand and visual identity. Our team will create marketing materials such as brochures, flyers, videos etc. to convey the details of our event to our target audience as well as our stakeholders. This method is useful for conveying complex or abstract information, and it can be more engaging and memorable than written or verbal communication. We will then have our logistics team discuss details regarding the number of staff needed, manage vendor relationships and arrange equipment rentals such as sound systems and projectors for the event day.

Other additional technologies our producers can suggest that can be employed to communicate information include digital mediums like websites, mobile apps, and social media, enabling a broad and varied audience to be reached. Audiovisual technologies, such as interactive whiteboards, projectors, and displays, can also be used to convey information, which helps make the content more interactive and engaging for the audience. In terms of the communication management plan.

We will consider the escalation procedures for resolving issues, revision procedures for updating the communications management plan and a glossary of common terminology as rarely does the receiver interpret a message exactly as the sender intended. In order to avoid miscommunication and provide a clear, concise project plan of how LaptopFest will take place. We will ensure quality communication through various mediums taking into account the geographic location and cultural background which also affect the complexity of project communications.

## STAKEHOLDER COMMUNICATION TABLE

| Stakeholder | Frequency of Communication |
|---|---|
| Attendees | Before the event, during the event, and after the event (feedback requested) |
| Sponsors | Regularly throughout the planning process and during the event (updates, progress reports, and feedback requested) |
| Vendors | Regularly throughout the planning process and during the event (updates, progress reports, and feedback requested) |
| Volunteers | Before the event and during the event (orientation, instructions, and feedback requested) |
| Community | Before the event and after the event (announcement, community outreach, and feedback requested) |
| CEO | Regularly throughout the planning process and during the event (updates, progress reports, and feedback requested) |
| CFO | Regularly throughout the planning process and during the event (updates, progress reports, and feedback requested) |
| Senior Execs | Regularly throughout the planning process and during the event (updates, progress reports, and feedback requested) |

## TEAM REFLECTION

Our team has recently worked on project management for an event called LaptopFest, it's an event that showcases the latest laptops, hardware and technology from different manufacturers and companies. This was a complex and multifaceted project that required a lot of communication, planning, close collaboration and coordination between team members. We feel that the project planning was a success and we are proud of the work we have all done.

One area that we could have improved on is communications and team meetings, it was difficult to have everyone in the same meeting, team members would be busy at a selected time, some members would not reply to messages until the later stages, stand up meetings were essential and we're glad that some members had put in the effort to attend these, which was a great help on finishing the project. Our team leader had put in a lot of effort in communications and having everyone hand in their work on time, this was great due to making everyone work on their part of the project.

From the peer feedback review, it has given us insight into what our team need to fix, there were minor changes that we had to make, but we made changes to the scope statement and had a clearer image of the Gannt Chart,  our peers wanted a Power/Interest chart where each stakeholder lies in a power interest scale. We implemented this chart and made changes to our Stakeholder & Communication Plan. We made a breakdown of how often our team was communicating with the stakeholders which offered nice visuals for our report.

Overall our team has done well in completing the report, and thankful for our peer feedback review which has given us an idea of what we should have done better in.

## PEER FEEDBACK

We were assigned group 11 for our peer feedback which was led by Annie Reeves. Below is the attached image of their feedback.

### PEER FEEDBACK CS4457 Project Group 12

Project Overview >

Project Description: We found that the project description gave a good overview of the project idea along with providing greater detail into what will take place on the day.

Goals: The goals of this event were clearly defined. We found each of the goals to be realistic and provided great insight into what this project hopes to achieve.

Scope Statement: The scope statement was well written and could include more detail as to what the requirements and deliverables are for this event to succeed.

Gantt Chart >

The Gannt chart is well structured with each of the components ordered in a logical manner with sub-activities included in the timeline.

WBS >

Overall, the WBS dictionary entries are well thought out and organized nicely. Each item is clearly defined with its specific task, and their numbering system makes it easy to understand the flow of the project. The WBS descriptions are nice and concise and straight to the point.

Stakeholder & Communication Plan >

This chapter is very well written and goes into a lot of detail for each aspect of a stakeholder plan. It would be nice if a Power/Interest chart was included to get a proper look at where each stakeholder lies in a power interest scale.

Again, with the communication plan. It is very well written but a nice table to show the breakdown of stakeholders and how often your team would be communicating with them offers some nice visuals for the report.

Feedback By Annie Reeves 19258933 PROJECT MANAGER GROUP 11