



**For the  
Change  
Makers**

IB3820 Project Management

## **Seminar 2: Project Definition, Stakeholders, and Comms**

# Seminar Tutor

- [name]
- [professional background]
- [research specialism]

# Expectations

- Pay attention
- Follow instructions
- Ask questions
- Answer questions
- Submit work



Academic



/ Project Management

## Project Management



Resources

Forums

Assessm

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### Study Materials

**WEEK 1: PROJECT DEFINITION AND MODULE  
INTRODUCTION**

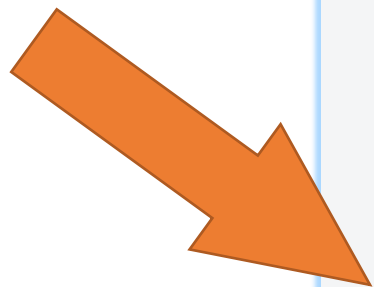


**WEEK 2: STAKEHOLDER ANALYSIS AND PEOPLE ISSUES OF  
CHANGE**

Week 2: Case Study and Quiz

Week 2: Lecture Resources

Week 2: Seminar Resources



# Recap: Project Definition

- Explains what the project needs to achieve
- Includes:

**Purpose** *(the overall goal of the project + the reason/-s for the change)*

**Objectives** *(SMART predetermined results the project sets to achieve; measurable improvements)*

**Scope** *(defines the boundaries of the project: the work that needs to be done + what is excluded from the project)*

**Deliverables** *(tangible outcomes of project tasks, e.g. specific products, services, documentation)*

# Case Study

You and your production team are tasked with creating a music video for the rising singer Sophie's latest single. The project involves intricate choreography, vibrant set designs, and creative visual effects to align with the song's theme. The aim is to ensure that the final video perfectly match the song's tone and Sophie's artistic vision.



# Task 1: Project Definition

Match the statements to the correct elements of the Project Definition (Task 1 Worksheet)

- **Purpose**
  - The overall goal of the project
  - The reasons for the change
- **Objectives**
  - Predetermined results towards which your effort is directed
  - SMART and TCQ focused
- **Scope**
  - The work that needs to be done
  - Including limitations, boundaries and exclusions
- **Deliverables**
  - The outcomes (tangible and intangible) of project tasks
  - Documents that will be produced during the projects



## Purpose

- The overall goal of the project (the reason/-s for the change)

- Help to strengthen Sophie's artistic identity
- Work with a star we admire
- Make money

## Objectives

- SMART and TCQ focused predetermined results

- Create a visually compelling video for Sophie that reflects her style and personality, within a month and a \$50k budget

## Scope

- The work that needs to be done (inc. boundaries and exclusions)

- Storyboarding, casting dancers, securing filming locations, costume and set design
- Shooting the video, managing choreography, lighting, and camera work
- Editing the video, adding visual effects, colour grading, and sound synchronization
- The project does not include release and distribution of the video

## Deliverables

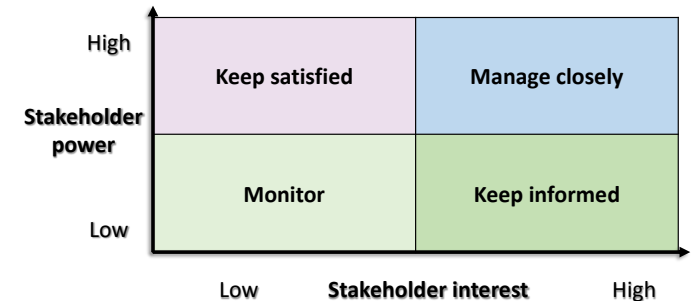
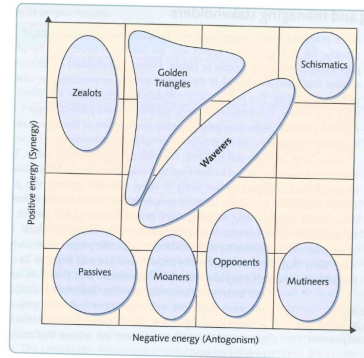
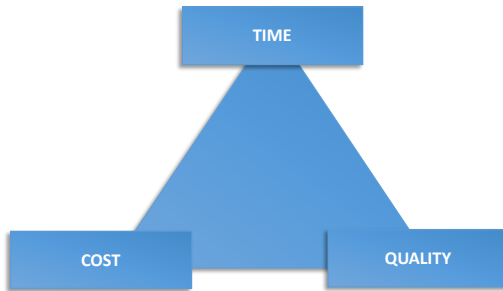
- Outcomes that will be produced during the project

- Final music video - fully edited and polished, ready for release
- Detailed storyboards and scripts showing the video's scenes, camera angles, and narrative structure
- Raw footage - unedited footage from the shoot
- All documentation, including contracts, progress reports and final report

## Answers

# Recap: Stakeholder Analysis

- Stakeholders are:
  - Individuals and groups with an interest in the project process or outcome
- Stakeholder analysis and management is:
  - the systematic **identification, analysis**, planning and implementation of actions designed to **engage** with stakeholders
- Stakeholder analysis tools:

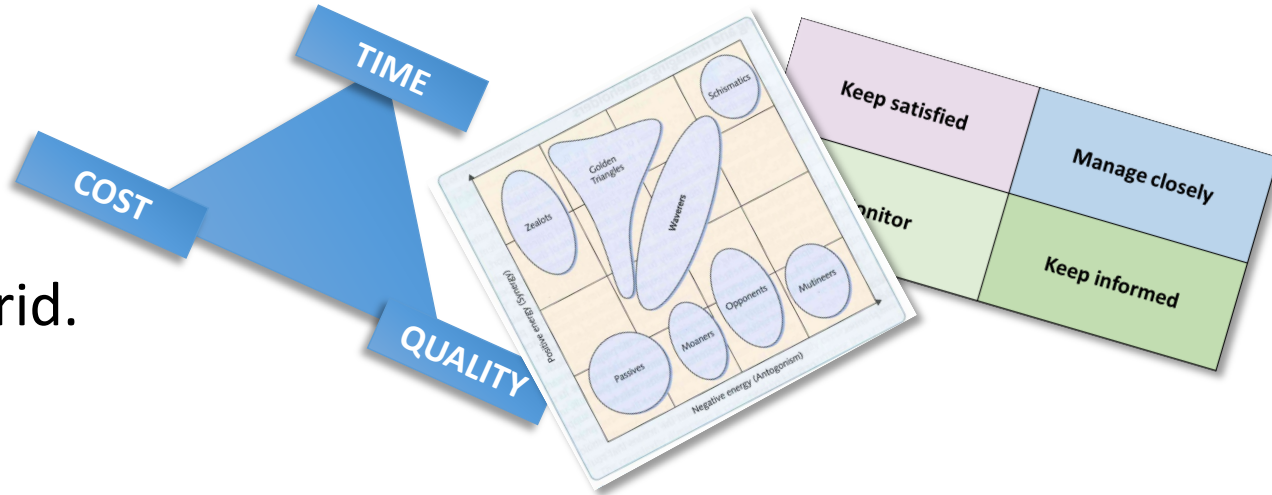




## Task 2: Stakeholder Analysis

Read the profiles of the people involved in the music video and map their positions on the Stakeholder Analysis Worksheet:

- the TCQ triangle,
- energy grid,
- power-interest grid.





## Task 3: Communications

- Use the understanding you have gained from Task 2 to help you come up with a stakeholder management plan (Task 3 worksheet)

Example

Stakeholder	Interests / Concerns	Engagement Strategy	Management Method	Communication channel and frequency
Project Sponsor	- Project goals and success - To stay on time and on budget; no surprises	Manage Closely	Provide regular updates	Phone call updates for milestones; weekly email summaries

# Submit your work

- Use QR Code or follow the link on my.wbs
- Login: U1234567@live.warwick.ac.uk



