



มหาวิทยาลัยรังสิต

RANGSIT UNIVERSITY

ICT 401 Seminar in ICT

Rangsit University International College
Bachelor of Science Information and Communication Technology

Approaching Current IT Challenges Through a Project Management Lens

Group 1

Wai Yan Tun – 6509362

Twe Tar Shin Thant Oo - 6509385

Su Myat Win Khet –6509413

Kyi Phyu Shyun Latt – 6509421

Min Thu Kha Kyaw – 6509598

Lin Lin Myat – 6509791

Hnin Thiri San – 6509796

Ingyin Kyaw – 6509797

Hein Thant Si Thu – 6509825

Hsu Sandi Bo – 6509966

Khant Maung – 6510100

ICT 402 Seminar in Information and Communication Technology

S/2024

Abstract

This report details the planning, execution, evaluation and outcomes focused on addressing current IT challenges through a project management lens. The topic of the seminar is "Approaching Current IT Challenges Through a Project Management Lens" and it was organized by the students of ICT401 class in Section 133. The seminar was delivered via Zoom and Facebook Live on August 3, 2024, reaching over 100 participants. We aimed to provide actionable insights and practical strategies for managing IT projects, featuring an experienced speaker with substantial expertise in the field.

To get our seminar successfully accomplished, the AJ Herison separated our class into 4 groups with no more than 12 members in each group. Each group was assigned specific tasks. The tasks of the groups were as follows.

- Group 1
Reporting and submission, interim reporting and presentations
- Group 2
Promoting, registration and evaluation
- Group 3
Choosing research topics and speakers, networking both inside and outside /across sections, organizing and sponsorship
- Group 4
designing Flyer, Backdrop and Certificate etc.

RANGSIT UNIVERSITY INTERN... Aug 1 · 🌐

🔊 Exciting News! 🔊

Join us for an insightful seminar on... See more



👍❤️ 55

36 shares

ICT Inter was live. Aug 3 · 🌐

🌟 Welcome to our series of insightful seminars hosted by the Department of Information and Communication Te... See more



👍❤️ 64

39 shares 6.1K plays

Fig 1 Seminar Live Record on ICT Inter Facebook page

Background

The situation in which the IT industry finds itself is one of a complex, fast changing environment characterized by economic uncertainty, market volatility and geopolitical shifts (*Knowledge - RISC*, n.d.). This has led to the creation of an ideal storm for IT that includes cyber security threats; issues of data privacy, digital transformation complexities, cloud computing challenges, AI ethics dilemmas and a continuous talent gap (*Top 10 Challenges Facing Technology in 2024*, 2024).

In order to solve these problems, it needs to be understood that IT professionals must have strong project management skills. Employing project management techniques will improve the chances of successfully dealing with these difficulties thereby ensuring organizational strategies are met (Asana, 2024).

This seminar intends to provide participants with an understanding of how current IT doings can be approached using project management lens.

Seminar Objectives

- Provide actionable insights and equip attendees with practical strategies for managing IT projects.
- Feature a speaker with substantial expertise in IT and project management.
- Ensure the seminar is informative and engaging through an experienced speaker.

Seminar Plan

Identified Potential Topics: We began by identifying three potential seminar topics that align with the “Current Issues in ICT”.

Confirmed Seminar Topic of section: After multiple discussion among the group leaders, we selected the relevant and engaging topic for the seminar, “Approaching Current IT Challenges Through a Project Management Lens”.

Confirmed Guest Speaker of our section: After identifying potential speakers, we selected the guest speaker who is suitable with the criteria of our speaker selection.

Proposed a Seminar Plan: After discussion among the class, we developed a detailed seminar plan, outlining the objectives, agenda, and speakers.

Set Up the Seminar: Setting the seminar up was done by the lecturers, group leaders and representatives from each section of ICT401.

Promoted the Seminar: We started promoting the seminar after the 3rd presentation of seminar planning updates. Promotion started on 1st of August via line chat and social media (Facebook).

Organized the Seminar: On 3rd August, we conducted the seminar. Everything ran smoothly.

Evaluated the Seminar and Submitted a Lesson-Learned Report: After the seminar, we gathered feedback from participants, evaluated the success of the event, and compiled the reports from every group of our section.

Seminar Schedule

The seminar date is Saturday, 3 August 2024, between 12:30 – 4:30 PM

The theme is current issues in ICT

Seminar is delivered via Zoom and Live on Facebook (Rangsit University International Programs)

100 participants can join via Zoom.

12:30 Register

12:45 Opening Speech

1-1:30 Section 132 Dr. Suttisak MON & WED 12 PM

1:30-2 Section 130 Dr. Herison MON & WED 3 PM

2:30-3 Section 131 Dr. Herison TUE & THU 3 PM

3 – 3:30 Section 133 Dr. Herison TUE & THU 12 NOON

3:30 – 4 Combined

4-4:15 Closing Speech

Focused Group

Group 2: Team NIB

Role: Promotion and Participant Engagement

Objectives:

Maximizing Seminar Visibility: Leverage multiple channels such as social media, university networks, and live streaming platforms to effectively promote the seminar and reach a broad audience, including students from different fields, particularly ICT and AI enthusiasts.

Registration Management: Set up and manage the registration process using tools like Google Forms to ensure a smooth sign-up experience. Create a LINE group chat for real-time updates and foster a sense of community among participants before and during the event.

Gathering and Analyzing Feedback: Designing and distributing post-seminar feedback forms to capture participant insights, helping the team to assess the seminar's impact and identify strengths and areas for improvement.

Performance and Contribution:

Group 2 successfully expanded the seminar's reach, achieving high participation levels, especially among ICT students. Their use of social media campaigns and live streaming was necessary in attracting attendance and ensuring that a diverse audience was informed and engaged. They handled the registration process smoothly, making it easy for attendees to sign up. The LINE group chat they created served as a vital tool for keeping participants engaged and informed, allowing for real-time communication and interaction during the seminar. By conducting a detailed feedback survey, Group 2 was able to capture valuable participant opinions, which not only highlighted the seminar's successes like the effective promotion and content delivery but also pointed out areas for future improvement, such as the need for more Zoom seats.

Group 3: Team Ko Bot Black

Role: Content Creation and Speaker Coordination

Objectives:

Selecting a relevant topic: Choosing a seminar topic that addresses current IT challenges with a focus on project management.

Finding the Right Speaker: Securing a knowledgeable speaker who can provide both valuable insights and keeping the audience engaged throughout the seminar.

Managing the Budget: Securing funding and allocating the budget effectively, particularly for speaker fees and gifts for the MC.

Performance and Contribution:

Group 3 put in the research to choose a seminar topic that was relevant and practical, ensuring the content would capture the audience's attention. They developed a lineup of seminar topics that address key issues in IT, particularly focusing on managing IT projects, navigating technical challenges, and understanding the intersection of technology and management. They successfully brought a seasoned professional on board, which added a lot of value to the seminar and made it more credible and engaging. Their ability to secure sponsorship and manage the seminar's budget effectively, ensuring that funds are appropriately allocated to enhance the event's quality, especially in compensating the speaker.

Group 4: Wugang Glock**Role: Design and Visual Communication****Objectives:**

Creating Visual Materials: Designing all visual elements associated with the seminar, including promotional flyers, digital backdrops, and participation certificates. The goal is to create a

consistent visual identity that effectively communicates the seminar's theme and appeals to the target audience.

Enhancing Brand Messaging: Developing visuals that align with the seminar's central theme of data privacy, encapsulated in the slogan "Your data, your rules." Ensure that all visual materials reinforce this message and make it resonate with participants.

Collaborating Across Groups: Work closely with teams from other sections to ensure that the visual components are in sync with the overall seminar content and objectives, contributing to a unified and polished presentation.

Performance and Contribution:

Group 4 crafted a wide range of visual materials, from eye-catching flyers to professional digital backdrops and certificates. Their designs not only attracted participants but also enhanced the overall seminar experience by providing a visually appealing environment. Group 4 effectively used visual design to reinforce the seminar's core message about data privacy. Their slogan, "Your data, your rules," was prominently featured across all materials, helping drive home the importance of data control in a memorable and impactful way. Despite facing challenges in sourcing appropriate images and adapting designs based on feedback, Group 4 demonstrated strong adaptability and collaboration. They worked closely with the other groups to ensure that the final visual outputs were in perfect alignment with the seminar's goals, resulting in a professional and unified presentation.

Group 1:

Role: Report Compilation, Seminar Updates, and Outcome Evaluation

Objectives:

Compile and Integrating Reports: Our group 1 is responsible for gathering and integrating reports from the other 3 teams involved in the seminar. We aimed to create a cohesive and thorough final report that accurately captured the contributions and findings of each team, ensuring a comprehensive record of the seminar.

Providing Ongoing Updates on Seminar Planning: Throughout the planning and execution of the seminar, we were tasked with writing and sharing updates on the seminar's progress. These updates were crucial for keeping everyone informed about the latest developments, addressing challenges, and ensuring that the event stayed on track.

Evaluating and Analyzing Seminar Outcomes: After the seminar, we conducted an in-depth evaluation and analysis of the event's outcomes. Using feedback and data collected during the seminar, we assessed key aspects such as participant satisfaction, content quality, technical performance, and the seminar's overall impact. Our analysis provided valuable insights into the successes and areas for improvement for future events.

Performance and Contribution:

We compiled the final report by integrating reports from the other 3 groups. Our report offered a detailed overview, covering everything from planning to execution and highlighting the key takeaways. During the seminar planning, our regular updates on planning progress were vital for keeping everyone on the same page. These updates covered essential areas like project management progress, adjustments made to overcome technical challenges, and efforts to engage participants. After the seminar, we performed a detailed evaluation based on the outcomes. We reviewed participant satisfaction levels 48% rated the seminar a perfect 5 out of 5—and highlighted areas like video quality and platform usability, which were rated highly by participants. Our analysis also identified actionable improvements, such as the need to increase participant capacity, enhance technical setups, and consider on-site seminars to improve interaction.

Seminar implementation

1. Planning and Preparation

Selecting Topic: All group leaders researched about some topics that align with the “Current Issues in ICT” and finally selected an interesting and engaging topic for the seminar, that is “Approaching Current IT Challenges Through a Project Management Lens”.

Finding a speaker: After looking for potential speakers, we selected a guest speaker who is Project Management Professional from a leading HR technology solutions provider in Thailand.

Contact the speaker: For this, the group 3 leader contacted the guest speaker via email, providing an introduction, explaining the seminar’s purpose and including a detailed invitation letter.

Sponsorship and Budget: We managed to secure sponsorship for this seminar. One sponsor who wishes to remain anonymous has contributed 666 baht, bringing the total budget to 1,666 baht. The budget allocated funds for MC payment that is a small portion (266 baht) and the remaining budget (1400 baht) for speaker fee.

2. Promotion

Target Audience: Primary target group was students from ICT field. It aimed to attract participants from other fields who are interested in AI and technology issues.

Promotion and Registration: We promoted our seminar through social media channels and Facebook pages such as Rangsit University International Programs, MIDB Rangsit University International College and ICT Inter 2 days before our seminar. On seminar day, we conducted the seminar with Zoom and promoted live streaming on Facebook. This is the record for live streaming. (Live streaming link- <https://www.facebook.com/share/v/7CGFg4x8c4hAs8GM/?mibextid=WC7FNe>)

3. Design Materials

Designing the Flyer: The team started by creating a flyer sketch using the Linearity Curve app, emphasizing data privacy with the slogan "Your data, your rules." Then, we switched to Canva for its advanced features, adding essential details even though the keynote speaker wasn't confirmed yet. After receiving feedback from team members, we refined the flyer to make it more educational and effective, using a placeholder image of our lecturer, Dr. Herison for the speaker while waiting for confirmation. The final flyer was redesigned to include the confirmed keynote speaker and sponsor, with plans to add a meeting link or QR code for easy registration.

Designing the Backdrop: The team created three versions of the backdrop, experimenting with different elements like color schemes and layouts to find the right balance between simplicity and impact. The finalized version was selected based on the trials.

Designing Certificates: Two different types of certificates were designed: one for the keynote speaker and another for students. Each design was tailored to reflect the recipient's role, ensuring that both the speaker and students were appropriately acknowledged for their participation.

4. Registration

Registration process: As usual, we used Google form (<https://forms.gle/QT9MYq3DGxniQP2LA>) and provided QR scan codes in the poster for easy registration. The form included all information about our seminar including Zoom meeting ID, passcode and also line group where we sent real-time information during our seminar.

5. Execution

Hosting the Seminar: We ensure everything runs smoothly on seminar day. All sections coordinated and made a perfect teamwork for live streaming, audio and video quality, managing Zoom seats and comments from audiences.

Challenges for Limited seats: The only issue to be noted about our seminar was that many audiences wanted to join in the same Zoom meeting with speakers, but we had only limited seats. Despite this, the overall feedback was positive.

Keeping Interactive: Our class MC kept the session interactive and engaged with our guest speaker through questions from audiences and some comments. Moreover, the participants are satisfied with gaining insights from our seniors. Keep the session interactive and engaging.

6. Evaluation

Conduct evaluation form: As for evaluation, we discussed with other sections and formed only one Google form (<https://forms.gle/Ht9JHm1YSLRLNzo96>) for evaluation which was shared among all sections.

Evaluation Survey: We recorded 69 responses for our section (section 133) and mostly 80% from ICT and 20% from IB. Moreover, our survey proved that the seminar was popular and linear scales are mostly the best, especially regarding insights gained from our seniors.

7. Feedback and Follow-Up

Collect Feedback: After the seminar, we collected participants' feedback on various aspects including the content, speaker and overall experiences through Google form. and assess what went well and what could be improved. This helps identify strengths and areas for improvement for our future events by highlighting some challenges and providing insights gained from our seminar.

Appreciating Participation: We send personalized certificates to both the speaker and audiences to recognize their contributions and appreciate participation in this seminar. This values their experience and encourages their future involvement for their acknowledges.

Results of the seminar

Discussion and Q&A Highlights

AI's Future and Ethical Considerations: Participants extensively discussed the future of AI, focusing on its potential benefits and the critical ethical issues involved. Key concerns included algorithmic bias, privacy implications, and the need for transparent AI practices. The importance of creating robust ethical guidelines and regulatory frameworks for AI was emphasized, with calls for interdisciplinary efforts to address these challenges.

Project Management Challenges: The conversation highlighted the complexities of managing ICT projects, particularly those involving AI. Discussions revolved around adapting traditional project management methods to fit the evolving nature of AI projects. Topics included risk management, resource allocation, and the benefits of agile methodologies in navigating project uncertainties.

Current IT Challenges: Broader IT industry challenges were also addressed, with a focus on how AI and improved project management strategies can provide solutions. Key issues discussed included technology integration, scalability, and cybersecurity. The importance of continuous innovation and collaborative problem-solving was underscored as essential for overcoming these challenges.

Attendee Overview

Attendee Breakdown: The majority of attendees are from ICT and IB at Rangsit University, with additional representation from Computer Science students, volunteers, and guests.

By Organization: 96% of attendees are from RIC/RSU, with the remainder being guests and MFU students.

Communication Channels: Most attendees were informed via social media or university advertising. Additional channels included Line and LinkedIn.

Seminar Satisfaction

Overall Satisfaction: 48% of respondents rated the seminar a 5 out of 5, while 42% rated it a 4 out of 5.

Organization and Structure: 42% rated the seminar's organization and structure a 5, and 33% rated it a 4.

Video Quality and Platform Usability: 40% rated these aspects a 5, and 43% rated them a 4.

Content Duration: 50% found the duration suitable for the content, rating it a 5, while 37% gave it a 4.

Actionable Outcomes

The seminar concluded with several key takeaways and suggestions for future improvements

For Participants

Responsibly Utilize AI: Attendees were encouraged to explore AI's potential while being aware of its ethical implications and the risks involved.

Implement Project Management Techniques: Participants were advised to apply the project management strategies discussed to enhance their ICT-related projects.

Stay Informed on IT Trends: Keeping up with current technology trends was highlighted as crucial for maintaining a competitive edge in the tech industry.

For Organizers

Expand Participant Capacity: Feedback suggested the need for more participant slots, especially on virtual platforms like Zoom, to avoid limitations faced during this seminar.

Improve Technical Setup: Attendees recommended improving the technical setup to avoid issues like audio problems and streaming errors.

Consider On-site Seminars: There was a preference for holding future seminars on-site to facilitate better interaction and networking opportunities among participants.

Manage Access Efficiently: It was suggested to better manage the waiting list and access issues, ensuring more participants can join the seminar, whether online or in person.

Lessons Learned from the Seminar

1. Effective Planning is Crucial: The seminar's success highlighted the importance of thorough planning and preparation. From selecting an engaging topic to ensuring all logistical aspects were covered, meticulous planning was key to smooth execution. However, some challenges, like limited Zoom seats, indicated a need for more comprehensive planning regarding participant capacity, especially for virtual events.

2. Importance of Early and Continuous Communication: Keeping in touch with the guest speaker and sponsors early on ensured their timely confirmation and the smooth flow of events. However, the delay in finalizing the speaker led to using placeholders in promotional materials, which could have been avoided with earlier communication.

3. Sponsorship and Budget Management: Securing a budget was essential to the seminar's success, and careful allocation ensured that the event stayed within financial limits. Still, future events might benefit from diversifying sponsorship sources to cover more aspects, such as enhancing technical support or participant giveaways.

4. Promotion and Audience Engagement: The use of social media for promotion was effective in reaching the target audience, but last-minute promotion left little

room for a broader reach. For future seminars, starting promotion earlier could lead to higher engagement and participation.

5. Interactive Sessions Enhance Engagement: The interactive approach taken by the MC and the inclusion of Q&A sessions significantly boosted participant engagement. This shows that fostering an interactive environment is vital for participant satisfaction. However, managing such interactions in a virtual setting requires careful attention to technical details to prevent issues like audio or streaming problems.

6. Technical Set-Up Needs Improvement: The seminar faced minor technical challenges, such as streaming quality and limited Zoom capacity. Future seminars should focus on improving the technical infrastructure, possibly by testing equipment and software well in advance and considering higher capacity virtual platforms to accommodate more participants.

7. Consideration for On-Site Events: Feedback indicated a preference for on-site seminars, which suggests that while virtual seminars are convenient, they may lack the networking opportunities that in-person events offer. Balancing the two formats or hybrid approaches might be considered in future events.

8. Comprehensive Feedback Collection is Valuable: The structured evaluation process provided critical insights into what worked well and what didn't. This feedback is invaluable for continuous improvement and should be standard practice for all future seminars.

By reflecting on these lessons, the organizers can improve future events, ensuring that they are more inclusive, technically robust, and engaging for all participants.

References

1. Knowledge – RISC. (n.d.). <https://risc.in.th/knowledge/whats-in-the-global-risks-report-for-2024>
2. Top 10 challenges facing technology in 2024. (2024, February 15). Default. <https://connect.comptia.org/blog/top-10-challenges-facing-technology>
3. Asana, T. (2024, February 7). What is IT Project Management? [2024] • Asana. Asana. <https://asana.com/resources/it-project-management>
4. Google Forms. (n.d.). Seminar Evaluation Form. Retrieved from <https://forms.gle/Ht9JHm1YSLRLNzo96>
5. Rangsit University International Programs Facebook Page. (n.d.). Seminar Live Streaming. Retrieved from <https://www.facebook.com/share/v/7CGFg4x8c4hAs8GM/?mibextid=WC7FNe>
6. Project Management Institute. (2024). Project Management Best Practices for ICT. PMI Journal.
7. Herison, D. R. (2024). Ethical Implications of AI in ICT Projects. Journal of AI Ethics.