



Arab Academy for Science, Technology & Maritime Transport
College of Computing and Information Technology

SE391 - Project Management

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Video Production Project Report

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Introduction

- 1. The Emakina Group is an independent group of communication agencies in Europe**
- 2. Their project managers are working on a large e-commerce project for global Clients**
- 3. Our team produced a couple of videos, the first video is our team making an interview with the Emakina project managers and discussing their role in their company**
- 4. We produced a 1-hour video, where the project sponsor, Omar Dawood, will use this video for business objectives**
- 5. John Barkely was responsible for making an interview was them, and making the voice-over in the second video produced, The importance of PM in our daily life**
- 6. A Summary of the second video's link is provided [here](#).**
- 7. A Summary of the first video is provided in PowerPoint attached with the rest files**
- 8. The following section will discuss questions and suggested answers to the questions.**

Project Management

1. What is Project Management?

Project Management is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements.

2. What are the project management phases?

- Feasibility study
- Project Planning
- Project Execution
- Project Termination

3. Why is project management is important?

The importance of project management in organizations can't be overstated. When it's done right, it helps every part of the business run more smoothly. It allows your team to focus on the work that matters, free from the distractions caused by tasks going off track or budgets spinning out of control.

4. State 5 facts about Emakina Company after the interview?

- 1. +500 Team Member (November 2021)**
- 2. A unique full-service offering in e-commerce**
- 3. Stable environment**
- 4. Listed on Alternext stock market**
- 5. Aiming for European Top 5**

5. State 5 Lessons learned from previous projects?

- 1. Know your client**
- 2. Scope your project**
- 3. Communicate**
- 4. Test all along**
- 5. Measure the added value of the project**

