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BSF24/001

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Baltic Sea Forum 2024

Event Planning and Execution

Project Management Plan

The project management plan briefly describes how the project will be executed, monitored, and controlled.

The related subsidiary plans which contain the details.

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Project Management Plan - Baltic Sea Forum 2024

1. Introduction: The Baltic Sea Forum (BSF) is an annual event organized by the Stralsund University of Applied Sciences (HOST) to promote knowledge exchange and collaboration within the Baltic Sea Region. The focus of the BSF in 2024 will be on Sweden. This project management plan outlines the activities, resources, and timelines required to successfully organize and execute the Baltic Sea Forum 2024.

2. Project Objectives:

- Organize a two-day event to showcase the expertise and competencies of HOST and BMS students.

- Attract participants from various stakeholder groups, including students, business community representatives, and subject specialists.

- Identify and secure valuable presenters who can contribute to the BSF 2024.

- Create documentation of the event for future reference and promotion.

- Generate additional sponsoring funds to supplement the allocated budget.

3. Stakeholder Identification and Management: Key stakeholders of the project include HOST, BMS professors, event participants, presenters, media/press, and potential sponsors. Regular communication and engagement with stakeholders will be crucial to ensure their expectations are met. Stakeholder analysis and management techniques will be employed to understand their needs and incorporate their views into the planning and execution process.

4. Project Charter: A project charter will be created to formally document the project's objectives, scope, stakeholders, and success criteria. The project charter will be developed with the input of BMS professors and approved by them. Expert judgment will be sought from previous event organizers to gain valuable insights and lessons learned.

5. Scope Management: The scope of the project includes:

- Organizing an onsite evening event for the official opening of the forum, including a keynote presentation focused on Sweden.

- Planning a mix of onsite and online events for the second day, covering specific topics related to Sweden.

- Ensuring proper translation of presentations, considering available resources.

- Developing a customer relations and marketing communication plan based on the identified target audience.

- Producing and distributing press releases to announce, remind, and follow-up the event.

- Generating documentation of the event for future reference.

6. Requirements Management: The conference language will be English to cater to a wider audience within the Baltic Sea Region. Efforts will be made to ensure proper translation of presentations, leveraging available resources such as bilingual presenters or translation services.

7. Schedule Management: A detailed activity plan will be developed, outlining all the tasks, dependencies, and milestones for the project. Weekly meetings with the project sponsor will be scheduled from September 2024 onward to provide updates and address any issues or concerns.

   The project will be executed in phases, allowing for flexibility and adaptation as necessary.

8. Cost Management: The project has a limited budget of €500,00 for material costs. Efforts will be made to generate additional sponsoring funds to supplement the budget. Proper reservations for equipment and materials will be made in advance to ensure availability. Costs associated with marketing materials, travel, and other expenses will be closely monitored to stay within the allocated budget.

9. Resource Management: The project team consists of six members, each with 50 working hours available for the event. The team will utilize their working time effectively to plan and execute the BSF 2024. The availability of HOST's resources, such as equipment, van, and marketing support facilities, will be leveraged to minimize costs. Additional resources required will be identified and procured in a timely manner.

10. Documentation and Reporting: The project will produce comprehensive documentation of the event, which may include written reports, photos, and videos. The documentation will be used for future reference, promotion, and sharing with stakeholders. Regular progress reports will be provided to the project sponsor, highlighting achievements, issues, and recommendations.

11. Risk Management: A risk management plan will be developed to identify, assess, and mitigate potential risks that could impact the successful execution of the BSF 2024. Contingency plans will be created to address any unforeseen circumstances, ensuring minimal disruption to the event.

12. Project Closure: Upon completion of the Baltic Sea Forum 2024, a project closure report will be prepared. The report will assess the overall success of the project, highlighting achievements, challenges, and lessons learned. Recommendations for future improvements will be included to aid in the planning of subsequent events.

PROJECT
REVISIONS AND DISTRIBUTION

Revision	Release date	Distributed to*									
		Client / Sponsor	Project Team Member								
Rev. 0 (draft)	03/12/2024										

Amendments

[The Project Management Plan from time to time requires **updates**. The initial page numbering system will be a normal continuous numbering displayed in the lower right corner of each page. In the event that pages have to be added, characters shall be added to the number. In case entire pages are deleted, the corresponding page shall be replaced by a blank page stating "page removed". Each added/changed page shall have the revision number and date of approval displayed on the bottom of the page.]

SPONSOR APPROVAL

Prepared by:	Reviewed by:	Approved by Project Sponsor:
Place, dd/mm/yyyy	Place, dd/mm/yyyy	Place, dd/mm/yyyy
Elizabeth Mbugua Designation	Name Designation	Name Designation

PROJECT
TABLE OF CONTENTS

PROJECT
LIFE CYCLE

A summary of the Project Life Cycle of the Baltic Sea Forum 2024 on Sweden.

Pre- Project Phase:

-Reading through the statement of work

-Deciding on the Project Manager

-Research relevant information

-start work on Project Charter

Initiation Phase:

-start & split up work on the Project Management Plan

-start & split up work on the WBS and WBS dictionary

-start & split up work on the Scope Management Plan

-start & split up work on the Requirements Management Plan

Conceptualizing & Planning Phase:
- **Finalizing the Project Management Plan.**
- **Finalizing the WBS and WBS dictionary.**
- **Finalizing the Scope Management Plan.**
- **Finalizing the Requirements Management Plan.**
- **Developing a detailed activity plan outlining all tasks, dependencies, and milestones.**
- **Identifying and securing presenters for the event.**
- **Planning for marketing and customer relations.**

Execution Phase:
- Implementing the plans developed in the previous phase.
- Organizing the two-day event, including the official opening and the main event.
- Ensuring proper translation of presentations.
- Producing and distributing press releases.
- Regularly communicating with stakeholders and addressing any issues or concerns.

Closing Phase:

- Conducting a post-event review to evaluate the success of the event.
- Documenting lessons learned for future reference.
- Celebrating the successful completion of the event.

PROJECT MANAGEMENT APPROACH

The Baltic Sea Forum 2024 is undertaken to promote knowledge exchange and collaboration within the Baltic Sea Region, with a focus on Sweden. The project will be organized and managed using a structured project management approach, which includes the pre-project phase, initiation phase, conceptualizing & planning phase, execution phase, and closing phase. Any exceptions or issues that arise during the project will be managed through regular communication with stakeholders and prompt resolution.

Objective

The objective of the project is to organize a two-day event to showcase the expertise and competencies of HOST and BMS students, attract diverse participants, secure valuable presenters, create event documentation, and generate additional sponsoring funds.

Project organization

The project is organized by the Stralsund University of Applied Sciences (HOST). The Project Manager, decided in the pre-project phase, will oversee the project, with tasks and responsibilities divided among the project team members. Stakeholder analysis and management techniques will be employed to understand their needs and incorporate their views into the planning and execution process.

Project tools and techniques

The project will utilize various tools and techniques for its successful execution. These include the Project Charter for formally documenting the project's objectives, scope, stakeholders, and success criteria, and the Project Management Plan for outlining the activities, resources, and timelines required for the project. Other tools include the Work Breakdown Structure (WBS) and WBS dictionary for task management, and the Scope Management Plan and Requirements Management Plan for managing the project scope and requirements. As the project progresses, additional tools and techniques may be employed as necessary.

BASELINES & CHANGE CONTROL

[Briefly explain for each of the following the **threshold** and what to do in case of variance. Baselines and thresholds will be added during project progress].

Schedule Baseline

Pre-Project Phase (January - February 2024):

- Reading through the statement of work.

- Deciding on the Project Manager.

- Conducting research to gather relevant information.

- Starting work on the Project Charter.

Initiation Phase (March - April 2024):

- Starting and dividing work on the Project Management Plan.

- Starting and dividing work on the Work Breakdown Structure (WBS) and WBS dictionary.

- Starting and dividing work on the Scope Management Plan.

- Starting and dividing work on the Requirements Management Plan.

Conceptualizing & Planning Phase (May - July 2024):

- Finalizing the Project Management Plan.

- Finalizing the WBS and WBS dictionary. • Finalizing the Scope Management Plan.

- Finalizing the Requirements Management Plan.

- Developing a detailed activity plan outlining all tasks, dependencies, and milestones.

- Identifying and securing presenters for the event.

- Planning for marketing and customer relations.

Execution Phase (August - November 2024):

- Implementing the plans developed in the previous phase.

- Organizing the two-day event, including the official opening and the main event.

- Ensuring proper translation of presentations.

- Producing and distributing press releases.

- Regularly communicating with stakeholders and addressing any issues or concerns.

Closing Phase (December 2024):

- Conducting a post-event review to evaluate the success of the event.

- Documenting lessons learned for future reference.

- Celebrating the successful completion of the event.

Cost Baseline

Sure, here's a detailed Cost Baseline for the Baltic Sea Forum 2024:

Pre-Project Phase (January - February 2024):

- Research and administrative costs: €50,00 **Initiation Phase (March - April 2024):**

- Project Management Plan development: €20,00

- Work Breakdown Structure (WBS) and WBS dictionary development: €20,00

- Scope Management Plan development: €20,00

- Requirements Management Plan development: €20,00 **Conceptualizing & Planning Phase (May - July 2024):**

- Presenter identification and securing: €44,00

- Marketing and customer relations planning: €150,00 **Execution Phase (August - November 2024):**

- Event organization: €300,00 ○ Venue booking: €50,00 ○ Equipment and setup: €30,00 ○ Catering: €70,00 ○ Presenter fees and travel expenses: €200,00

- Translation services: €30,00

- Press release production and distribution: €50,00

- Stakeholder communication: €20,00 **Closing Phase (December 2024):**

- Post-event review: €20,00

- Documentation and lessons learned: €40,00

- Celebration costs: €20,00

The total estimated cost for the project is €1,000. Please note that these are estimated costs and actual costs may vary. The project team will closely monitor costs to ensure that the project remains within the approved budget.

Scope Baseline

Objectives:

- Organize a two-day event to showcase the expertise and competencies of HOST and BMS students.
- Attract diverse participants, including students, representatives from the business community, and subject specialists.
- Secure valuable presenters who can contribute to the BSF 2024.

- Create comprehensive documentation of the event for future reference and promotion.
- Generate additional sponsoring funds to supplement the allocated budget.

Deliverables:

- A two-day event, including an official opening with a keynote presentation focused on Sweden, and a mix of onsite and online events for the second day covering specific topics related to Sweden.
- Comprehensive documentation of the event, including photos, videos, and a summary report.
- Press releases to announce, remind, and follow-up the event.
- A customer relations and marketing communication plan based on the identified target audience.

Boundaries:

- The event will be held in 2024 and will focus on Sweden.
- The conference language will be English to cater to a wider audience within the Baltic Sea Region.
- Efforts will be made to ensure proper translation of presentations, leveraging available resources such as bilingual presenters or translation services.
- The project has a limited budget of €1.000,00 for material costs. Efforts will be made to generate additional sponsoring funds to supplement the budget.

Variance Response: In case of variance, where the actual progress deviates from the Schedule Baseline, the project team will assess the reasons for the variance and take appropriate actions. This may include adjusting task durations, reassigning resources, revising dependencies, or implementing schedule compression techniques to bring the project back on track.

Cost Baseline: The Cost Baseline for the Baltic Sea Forum 2024 represents the approved and agreed-upon budget for the project. It includes the estimated costs for various project activities, resources, materials, and services required for organizing the event. The Cost Baseline serves as a reference point for monitoring and controlling project expenditures.

Threshold: For the Baltic Sea Forum 2024, the threshold for schedule variance could be set at a **10% deviation** from the planned schedule. This means that if any activity or task

is running more than 10% ahead or behind its planned start or end date, it would trigger a review and potential corrective action.

Scope Baseline: The Scope Baseline for the Baltic Sea Forum 2024 represents the approved and agreedupon project scope, including the objectives, deliverables, and boundaries. It outlines what is included and excluded from the project scope and serves as a reference for scope management.

SUBSIDIARY PLANS

The following plans contain the planning details for the respective management areas and will be prepared by the responsible manager(s) as the project progresses.

a) Project Scope Management Plan,

b) Project Requirements Management Plan,

c) Project Schedule Management Plan,

d) Project Cost Management Plan,

a)   Project Scope Management Plan: The Project Scope Management Plan outlines how the scope of the Baltic Sea Forum 2024 project will be defined, verified, and controlled. It includes the following components:

- Scope Definition: The project aims to organize a two-day event to showcase the expertise and competencies of HOST and BMS students, attract diverse participants, secure valuable presenters, create event documentation, and generate additional sponsoring funds. The scope includes organizing an onsite evening event for the official opening of the forum, planning a mix of onsite and online events for the second day, ensuring proper translation of presentations, developing a customer relations and marketing communication plan, and producing and distributing press releases.

- Scope Verification: The project deliverables will be verified against the defined scope. This includes checking that all planned events have been organized, all identified stakeholders have been engaged, all presentations have been properly translated, the customer relations and marketing communication plan has been implemented, and press releases have been produced and distributed. The verification process will ensure that the project deliverables meet the specified requirements and quality standards.

- Scope Control: The project will have a defined process for managing changes to the project scope. Any proposed changes to the scope will need to be documented in a scope change request, which will include details of the proposed change, the reason for the change, and the impact on the project objectives, deliverables, and

timeline. The scope change request will be reviewed by the project manager and, if necessary, the project sponsor or steering committee. Only approved changes will be incorporated into the project scope.

b)   Project Requirements Management Plan: The Project Requirements Management Plan outlines how the requirements for the Baltic Sea Forum 2024 project will be elicited, documented, prioritized, and tracked. It includes the following components:

- Requirements Elicitation: The project will use a variety of techniques to gather and clarify the requirements for the event. This could include interviews with key stakeholders, surveys to gather input from potential participants, and consultations with subject matter experts. The goal is to ensure that all relevant requirements are identified and understood.

- Requirements Documentation: The identified requirements will be documented in a structured format to ensure they are clear, concise, and measurable. This could include a requirements traceability matrix, which links each requirement to its source and tracks its status throughout the project lifecycle.

- Requirements Prioritization: The project will use a defined process for prioritizing the requirements based on their importance and impact on the success of the event. This could involve a scoring system or a decision matrix, taking into account factors such as the value of the requirement to the stakeholders, the feasibility of implementing the requirement, and the impact on the project schedule and budget.

- Requirements Tracking: The project will have mechanisms in place for tracking and managing changes to the requirements throughout the project lifecycle. This could include a change control process, which ensures that any proposed changes to the requirements are reviewed, approved, and documented. The project team will also regularly review the requirements to validate their continued relevance and completeness.

c)   Project Schedule Management Plan: The Project Schedule Management Plan outlines how the schedule for the Baltic Sea Forum 2024 project will be developed, monitored, and controlled. It includes the following components:

- Activity Definition:

1. **Pre-Event Planning:**

Venue Booking: Identify and secure a suitable venue for the event. This includes negotiating contracts, arranging for necessary permits, and coordinating with the venue staff.

Presenter Identification: Identify and secure presenters who can contribute valuable insights and knowledge to the BSF 2024. This includes reaching out to potential presenters, negotiating terms, and confirming their availability.

Marketing Plan Development: Develop a comprehensive marketing plan to promote the event. This includes identifying target audiences, selecting marketing channels, and creating promotional materials.

2. **Event Preparation:**

Event Setup: Coordinate the setup of the event venue. This includes arranging for necessary equipment, setting up the stage, and preparing the venue for attendees.

Presenter Preparation: Coordinate with the presenters to ensure they are prepared for the event. This includes providing them with necessary information, arranging for their travel and accommodation, and addressing any of their concerns.

Marketing Execution: Execute the marketing plan to promote the event. This includes distributing promotional materials, managing social media campaigns, and handling press relations.

3. **Event Execution:**

Event Management: Manage the event on the day of the event. This includes coordinating with the venue staff, managing the event schedule, and addressing any issues that arise.

Presenter Management: Manage the presenters during the event. This includes coordinating their presentations, managing their schedules, and addressing any of their concerns.

Attendee Management: Manage the attendees during the event. This includes handling registration, addressing their queries, and ensuring their comfort and satisfaction.

4. **Post-Event Activities:**

Event Wrap-Up: Wrap up the event activities. This includes cleaning up the venue, returning any rented equipment, and settling any outstanding payments.

Presenter Follow-Up: Follow up with the presenters after the event. This includes thanking them for their participation, seeking their feedback, and maintaining relationships for future events.

Attendee Follow-Up: Follow up with the attendees after the event. This includes thanking them for their participation, seeking their feedback, and promoting future events.

Each of these activities is crucial for the successful planning and execution of the Baltic Sea Forum 2024.

• Activity Sequencing:

1. **Pre-Event Planning:**

Venue Booking: This is the first task as the availability of the venue can impact all other activities.

Presenter Identification: This can happen in parallel with venue booking. Once presenters are confirmed, their availability can also impact the schedule.

Marketing Plan Development: This should start after the venue and presenters are confirmed, so that accurate information can be included in the marketing materials.

2. **Event Preparation:**

Event Setup: This will be one of the last tasks before the event, and it depends on the venue booking.

Presenter Preparation: This should start as soon as presenters are confirmed, and continue up until the event.

Marketing Execution: This should start as soon as the marketing plan is developed, and continue up until the event.

3. **Event Execution:**

Event Management: This is ongoing throughout the event.

Presenter Management: This starts as soon as the event begins, and ends when the event concludes.

Attendee Management: This starts as soon as the event begins, and ends when the event concludes.

4. **Post-Event Activities:**

Event Wrap-Up: This should start as soon as the event concludes.

Presenter Follow-Up: This should start immediately after the event, once presenters have completed their contributions.

Attendee Follow-Up: This should start immediately after the event, to capture attendees' feedback while the event is still fresh in their minds.

Remember, these activities are interdependent, and delays in one task can impact others. Regular monitoring and communication can help to identify potential issues early and keep the project on track.

• Activity Duration Estimation:

1. **Pre-Event Planning:**

Venue Booking: Estimated time is 4 weeks. This includes time for researching potential venues, visiting sites, negotiating contracts, and finalizing the booking.

Presenter Identification: Estimated time is 6 weeks. This includes time for identifying potential presenters, reaching out to them, negotiating terms, and confirming their participation.

Marketing Plan Development: Estimated time is 3 weeks. This includes time for market research, strategy development, and creation of marketing materials.

Event Preparation:

Event Setup: Estimated time is 2 days. This includes time for setting up the venue, arranging equipment, and preparing the site for attendees.

Presenter Preparation: Estimated time is ongoing from the time presenters are confirmed until the event. This includes time for coordinating with presenters, providing them with necessary information, and addressing their concerns.

Marketing Execution: Estimated time is ongoing from the time the marketing plan is developed until the event. This includes time for distributing promotional materials, managing social media campaigns, and handling press relations.

Event Execution:

Event Management: Estimated time is the duration of the event, typically 2 days.

Presenter Management: Estimated time is the duration of the event, typically 2 days.

Attendee Management: Estimated time is the duration of the event, typically 2 days.

Post-Event Activities:

Event Wrap-Up: Estimated time is 1 week. This includes time for cleaning up the venue, returning any rented equipment, and settling any outstanding payments.

Presenter Follow-Up: Estimated time is 2 weeks. This includes time for thanking presenters, seeking their feedback, and maintaining relationships for future events.

Attendee Follow-Up: Estimated time is 2 weeks. This includes time for thanking attendees, seeking their feedback, and promoting future events.

Please note that these are estimated durations and actual durations may vary based on various factors such as resources, dependencies, and potential risks. Regular monitoring and adjustment of the schedule will be necessary to ensure the project stays on track.

- Schedule Development:

1. **Pre-Event Planning (January - February 2024):**

Venue Booking: Week 1 - Week 4

Presenter Identification: Week 2 - Week 8

Marketing Plan Development: Week 5 - Week 8

2. **Event Preparation (March - July 2024):**

Event Setup: Week 1 - Week 2 of August

Presenter Preparation: Ongoing from March until the event

Marketing Execution: Ongoing from March until the event

3. **Event Execution (August 2024):**

Event Management: Duration of the event (2 days)

Presenter Management: Duration of the event (2 days)

Attendee Management: Duration of the event (2 days)

4. **Post-Event Activities (September 2024):**

Event Wrap-Up: Week 1

Presenter Follow-Up: Week 1 - Week 3

Attendee Follow-Up: Week 1 - Week 3

This schedule incorporates the estimated durations of activities, their dependencies (e.g., venue booking must be completed before event setup), and constraints (e.g., the event must be held in August).

- Schedule Control:

Regular Progress Updates: The project team will hold regular meetings (for example, weekly or bi-weekly) to discuss the progress of the project. In these meetings, each team member will update the rest of the team on the status of their tasks. This will help to ensure that everyone is aware of the project's progress and any potential issues.

Identifying Deviations: The project manager will regularly compare the actual progress of the project with the planned schedule. If any activity is running ahead or behind schedule, this will be identified as a deviation. The project manager will use project management software or tools to track these deviations and bring them to the attention of the team.

Implementing Corrective Actions: If a significant deviation is identified, the project team will need to take corrective action. This could involve adjusting the durations of future tasks, reassigning resources, or changing the sequence of activities. In some cases, it may be necessary to negotiate changes to the project scope or seek additional resources.

Change Control Process: Any proposed changes to the project schedule will need to go through a change control process. This involves documenting the proposed change, assessing its impact on the project, obtaining approval from the project sponsor or steering committee, and updating the project schedule accordingly.

This Schedule Control process will help to ensure that the project stays on track and that any deviations from the schedule are managed effectively.

d) Project Cost Management Plan: The Project Cost Management Plan outlines how the costs for the Baltic Sea Forum 2024 project will be estimated, budgeted, monitored, and controlled. It includes the following components:

- Cost Estimation:

Sure, here's a detailed Cost Estimation for the Baltic Sea Forum 2024:

1. Pre-Event Planning:

- **Venue Booking:** Estimated cost is €50,00. This includes the rental fee for the venue, any necessary permits, and potential additional costs such as insurance or security.

- **Presenter Identification:** Estimated cost is €200,00. This includes fees for the presenters, as well as potential travel and accommodation expenses.

- **Marketing Plan Development:** Estimated cost is €150,00. This includes costs for market research, strategy development, and creation of marketing materials.

2. Event Preparation:

- **Event Setup:** Estimated cost is €300,00. This includes costs for setting up the venue, arranging equipment, and other preparation costs.

- **Presenter Preparation:** Estimated cost is included in the Presenter Identification cost.

- **Marketing Execution:** Estimated cost is €150,00. This includes costs for distributing promotional materials, managing social media campaigns, and other marketing costs.

3. Event Execution:

- **Event Management:** Estimated cost is €300,00. This includes costs for staff during the event, any additional equipment or materials needed, and other miscellaneous costs.

- **Presenter Management:** Estimated cost is included in the Presenter Identification cost.

- **Attendee Management:** Estimated cost is €50,00. This includes costs for registration systems, attendee support, and other related costs.

4. Post-Event Activities:

- **Event Wrap-Up:** Estimated cost is €50,00. This includes costs for cleaning up the venue, returning any rented equipment, and other wrap-up costs.

- **Presenter Follow-Up:** Estimated cost is included in the Presenter Identification cost.

- **Attendee Follow-Up:** Estimated cost is €10,00. This includes costs for post-event surveys, thank you notes, and other follow-up activities.

Please note that these are estimated costs and actual costs may vary based on various factors such as changes in prices, unforeseen expenses, and potential risks. Regular monitoring and adjustment of the budget will be necessary to ensure the project stays within the approved budget.

- Cost Control:

Regular Tracking of Expenses: The project team will keep a detailed record of all expenses incurred during the project. This includes costs for venue booking, presenter fees, marketing activities, event setup, and postevent activities. The project manager will review these expenses on a regular basis (for example, weekly or monthly) to ensure they are within the approved budget.

Variance Analysis: The project manager will regularly compare the actual costs with the estimated costs to identify any variances. If the actual costs are higher than the estimated costs, the project manager will analyze the reasons for the variance. This could be due to changes in prices, unforeseen expenses, or inefficiencies in the project execution.

Implementing Cost-Saving Measures: If a significant cost variance is identified, the project team will need to take corrective action. This could involve implementing cost-saving measures such as negotiating better prices with suppliers, optimizing resource usage, or finding more efficient ways to execute tasks. In some cases, it may be necessary to revise the project scope or seek additional funding.

Change Control Process: Any proposed changes that have a cost implication will need to go through a change control process. This involves documenting the proposed change, assessing its impact on the project cost, obtaining approval from the project sponsor or steering committee, and updating the budget accordingly.

This Cost Control process will help to ensure that the project stays within the approved budget and that any cost overruns are managed effectively.

- Sponsorship and Fundraising:

- Sure, here's a detailed Sponsorship and Fundraising plan for the Baltic Sea Forum 2024:

Identifying Potential Sponsors: The first step is to identify potential sponsors who might be interested in supporting the event. This could include companies that have a presence in the Baltic Sea Region, organizations that align with the themes of the forum, or businesses that want to reach the forum's audience. The project team will research potential sponsors and create a list of prospects.

Creating Sponsorship Packages: The project team will develop a range of sponsorship packages to offer potential sponsors. These packages could include

different levels of sponsorship, each with its own set of benefits. For example, a gold-level sponsor might have their logo prominently displayed on all event materials, while a silver-level sponsor might have their logo included in the event program. The packages should be designed to provide value to the sponsors while also generating funds for the event.

Establishing Effective Communication Channels: The project team will establish effective communication channels to engage with potential sponsors. This could include direct outreach through email or phone calls, as well as indirect outreach through social media or press releases. The team will create a compelling sponsorship proposal that highlights the benefits of sponsoring the event, and will follow up with potential sponsors to answer any questions and negotiate agreements.

Managing Sponsor Relationships: Once sponsors are secured, the project team will manage these relationships to ensure the sponsors are satisfied and receive the benefits outlined in their sponsorship package. This could include providing regular updates, inviting sponsors to pre-event activities, and acknowledging sponsors during the event.

Fundraising Activities: In addition to seeking sponsorships, the project team could also organize fundraising activities to supplement the event budget. This could include ticket sales, auctions, or donation drives. These activities can not only raise funds but also generate excitement and engagement around the event.

This Sponsorship and Fundraising plan will help to generate additional funds for the Baltic Sea Forum 2024, ensuring the event's success while also providing value to the sponsors.

ATTACHMENTS:

Attachments:

Attachment 1	
Attachment 2	