



Social Media Marketing Campaign Project

GamZ is seeking to launch their interactive gaming platform to the world, as such they want to build excitement and hype. The more interest and conversations about the upcoming rollout of the platform, the better! GamZ wants to be trending across all social media platforms. They also want to experiment, take risks, and see what works and abandon what doesn't. There is only a short 3 month window to hype this product up.

Light Rail Extension Project


Popular City is extending their light rail public transportation service into another sector in the city. The residents are anxious for this extension, but also concerned about the air and noise pollution it may bring. Coordinated communication with the public is crucial. Permits and all legal documents must be completed well in advance of any production. Union resources and services must be tightly controlled and managed. The Project must be completed before the city election in 3 years.

Engineering Testing Project

A manufacturing plant is having difficulty maintaining a certain level of quality on a few of their product lines. A small team has been assembled to research the Project and present a solution or solutions. These engineering options will be tested out on the Project lines with as little disruption to the current production.

IT Department Improvements Rollout

MEIT is a huge global enterprise with offices worldwide. There are many systems and tools across all these offices and regions in need of improvements, upgrades, updates, and other enhancements. There are many IT teams within the company to take on various objectives. The teams seek to make continuous implementation to give employees improvements as quickly as possible while at the same time staying synchronized across all the IT teams to ensure cohesion and coordination with limited disruption.





Secretive Communication Device Project

An unnamed large technology or hardware corporation has hired our firm to operate in secret on a new communication device. The company requires assistance on overcoming a few issues that must be resolved prior to launch. Nothing has been announced to the public. Keeping the Project out of the news or from competition is of the utmost importance, NDAs must be signed and no remote work allowed as all Project information cannot leave the premises. Due to the unknown issues the team is facing, there is no clear Project timeline or budget, and the scope may shift at times.

International Soccer Team US Tour Project

A famous international soccer (football) team is making a pre-season tour of North America. They are visiting Detroit, Chicago, Seattle, and Boise. Logistics and transportation between the events must be planned and executed to perfection. The multi-city tour is scheduled for next August. The dates and venues are already set.

What is needed is the timing and coordination of everything from the moment they arrive in Detroit and depart from Seattle.

Educational VR Art Museum

Sunset City Art Museum has won a \$600,000 grant from a national technology endowment to develop an interactive art gallery experience using Virtual Reality headsets. The first portion of the Project is to explore various ways in which the VR headsets can be used to bring the images and the stories behind the images to life. The art gallery has an astounding collection of impressionist paintings and modern era sculptures. The team wants to leverage the immersive potential of VR – and possibly AR – to pull visitors into the imagery and artistic brilliance of the collection.

Clothing Line Project

Gelato is a new summer clothing line from a major retailer. The retailer wants to build a dedicated flagship store in a popular beach location. The clothes will be featured prominently in their other stores during the summer, but this beach location will be fully dedicated to the Gelato line. The Project must coordinate all the construction, interior design, marketing campaigns, flyers, opening night events, and alignment with the clothing line's rollout. Communication across all these areas are crucial. Hopefully, there will be a lot of buzz generated from the events. Keeping that excitement going amongst the hundreds of teams responsible in this Project will build on that buzz and make for a highly successful launch.

