



Faculty of Business and Economics
Department of Business Administration
ENGINEERING PROJECT MANAGEMENT
BUSA2302

**Preparing for a technology event at Birzeit University
(DIGITAL BIRZEIT)**

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Sec: 4

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1. Executive Summary

In line with Birzeit University's technology support activities, the university has made an offer to host a major technical event at Nassib Aziz Shaheen Theater on campus at a cost of \$52,925. In this project, we will plan to hold this event on 30-9-2022 from 11 am to 3:30 pm, and it can be attended by purchasing tickets, and work on it will take 33 days, starting from 1-9-2022. The event will include many activities, the most important of which is the presence of speakers to exchange experiences, in addition to the presence of many students and creative companies that will present their new technological ideas, in addition to many competitions and prizes. The project team will consist of 8 people: Project Manager, Engineer, Finance Director, Marketing Manager, HR Manager, Contracts Administrator, Content Writer and Trainer, also some subcontracts will be worked with some companies to complete the event. The main Deliverables of this project will be exchange of experiences and expertise, prototype events, marketing and project report. Birzeit University will be responsible for selecting the speakers and approving the companies participating in the event, and will not incur any additional budget to be added. The budget for this project has been approved because this project is limited in time. Our primary stakeholders are Birzeit University, its students, attendees, and others.. This project may be exposed to many risks, the most serious of which is damage that may result in the event being postponed.

2. Project Initiation

2.1. Project description

TECHNOLOGY EVENT ORGANIZATION

Birzeit University requires to organize an event in Nassib Shaheen Theater on its campus that deals with the topic of technology and presents a collection of stories and experiences of inspiring people in the field of technology to inspire students and introduce them to a set of new tools that provide them with specific guidelines and innovative methods in the field of technology. And giving students an opportunity to know their ideas and projects. Participation in this event can be done by booking tickets.

2.2. Feasibility analysis

This project is supposed to support and encourage the exchange of experiences between experts in the field of technology with university students, and give an opportunity for students' projects and networking with companies. In addition, there are many advantages from the project such as: Its organization and occurrence will serve to market Birzeit University from a scientific point of view. On the other hand, there are disadvantages because this project is that any mistake in the organization of any small part will affect the whole project and organization within the university, and this will lead to an increase in cost. There are many criteria to ensure the success of the project and achieve the expected benefit from it, and these criteria include implementation on the specified date and time, the number of participants not less than 300 people, maintaining the organization and general security of the place and others.

2.3. Project Concept document

- Tariq Odeh → Project manager.
- Sara Ammar → Engineer.
- Ayham Maree → Marketing manger
- Yazan Khatib → Financial officer.
- Wessal shiekh → contracts officer.
- Mona Awwad → Human Recourse manger
- Jumana Ayoub → Content manager
- Emad Nofal → Trainer

3. Project charter

3.1. Limits, and exclusions

- The food and beverage company are responsible for preparing food during the break period, and providing water constantly, and it will be responsible for any shortage or defect in food.
- The reception and security company are responsible for organizing the entry of visitors, ensuring that they have tickets, and monitoring the issue of Corona and their seating in the places designated for them.
- The photography company is responsible for filming the event, covering all paragraphs, videos and photos, and delivering videos and photos to the marketing company at the end of the event.
- The marketing company is responsible for promoting the event on social media platforms, setting up points of sale for tickets and posting both videos and photos after the event, and in case the marketing company breaches the contract, it will be responsible for any additional costs incurred as a result.
- The event takes place from 11 am to 3:30 pm on 30/9/2022.
- Birzeit University is responsible for the presence of security men at the university gates.

3.2. Project Priorities

The project is time-restricted because the event must happen on 30/9/2022 (a limited and limited time). However, performance is improved because this induction will be attended by more than 400 people. Accordingly, the cost will be accepted because the project is time-limited.

Table 3-1: Project Priorities

	Cost	Performance	Time
Accept	X		
Enhance		X	
Constrain			X

3.3. Project objective

Organizing a technology event for 400 people at Nassib Aziz Shaheen Theater at the northeastern end of Birzeit University campus for one day on 30/9/2022 at a cost of \$52,925 and the project will take 33 working days.

3.4. Technical requirements

- Safety tools.
- Covid-19 vaccine or test.
- CopyRight content.
- Microphones & Display screens & lights

3.5. General information

Table 3-2: General Information

Employee name	Job title	contact with
Tariq Odeh	Project manager	Phone: 0599653665 Email: tariq@gmail.com
Sara Ammar	Engineer	Phone: 0598253245 Email: sara99@gmail.com
Ayham Maree	Marketing manger	Phone: 0599255245 Email: ayhamMaree@gmail.com
Yazan Khatib	Financial officer.	Phone: 0599258739 Email: Yazan96@gmail.com
Wessal shiekh	contracts officer	Phone: 0599257741 Email: Wessal@gmail.com
Mona Awwad	Human Recourse manger	Phone: 0599668758 Email: monaGan4@gmail.com
Jumana Ayoub	Content manager	Phone: 0595628223 Email: JumAna@gmail.com
Emad Nofal	Trainer	Phone: 0598527211 Email: EmadNofal@gmail.com

3.6. Project scope

3.6.1. Deliverables

- Project reports.
- Marketing.
- Exchange of experiences and expertise.
- Events prototype.

3.6.2. Milestones

- Stage reservations, and agreement with the event presenter, keynote speakers, booth owners and guests of honor by the first week of September.
- Agreement with a food and beverage company and the preparation of the reception staff by the second week of September.
- Agreement with a photography company, a marketing company, a design and printing company, by the third week of September.
- Equipping the theater with all aspects of filming, organizing and arranging by 28 and 29 September 2022.
- Start the event at 11:AM by September 30, 2022.
- End the event at 3:PM by September 30, 2022.
- Cleaning and arranging the theater for handover by September 30, 2022.
- Preparing the outputs from filming, reviews and reports to be delivered by October 3, 2022.

3.6.3. Authority and responsibility

There will be specific authorities and responsibilities for each part of the project and for external firms and programs that will be part of the project, for example: the project manager is responsible for agree and assigning the contract for Birzeit University and accountable for the final event plan.

3.6.4. Organization chart

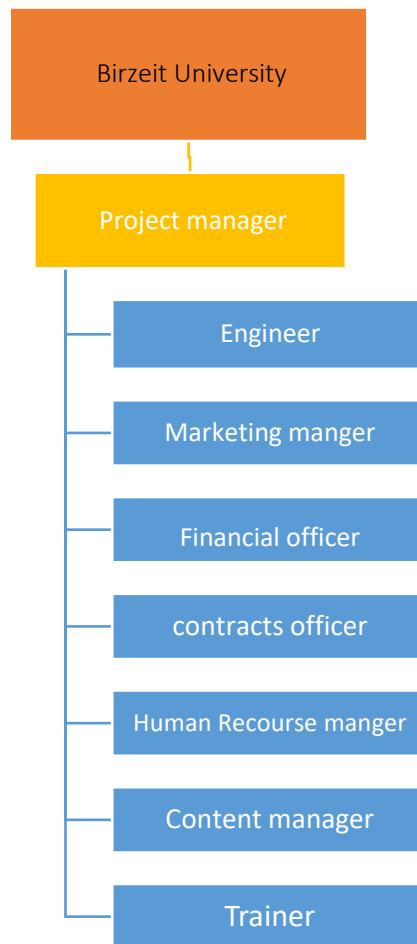


Figure 3-1: Organization chart

3.6.5. Resources and Funding

For designing, manufacturing, and upgrading the attendance system, our company will contribute a total of \$52,925, which includes the cost of the project as a whole, labor costs, and financial gains for us. The managing and monitoring step identifies the budget items, quantity, estimated, and real expenditures necessary to complete this project. The project is expected to take one month, and the exact information for the budget are provided.

3.6.6. Signatures

Position	Organization	Signatures	Date
Project manager	Tariq Odeh		July 18 ,2022
Engineer	Sara Ammar		July 18 ,2022
Marketing manger	Ayham Maree		July 18 ,2022
Financial officer	Yazan Khatib		July 18 ,2022
Contracts officer	Wessal shiekh		July 18 ,2022
Human Recourse manger	Mona Awwad		July 18 ,2022
Content manager	Jumana Ayoub		July 18 ,2022
Trainer	Emad Nofal		July 18 ,2022
Customer Representative(s)	Birzeit university		July 18 ,2022

Figure 3-2: Signatures

3.6.7. Customer Review

- Innovation and entrepreneurship unit in Birzeit university.

3.7. Stakeholders

- Birzeit university
- Ministry of Health
- Volunteers
- Attendees
- Sponsors
- Speakers
- Guest of honor
- Photography company
- Marketing company
- Printing company
- Food Company
- Organization company
- Students

3.8. Admission criteria

- Execute on the specified date and time
- The number of participants should not be less than 300 people
- The topics presented should be related to the technological aspect
- Taking feedback from the audience on the extent of their benefits and satisfaction
- Taking public safety measures and social distancing to prevent corona
- Maintaining the organization and general security of the venue
- At least 10 Birzeit University students participate in presenting their projects.
- Adhere to the project budget.
- Producing excellent quality photos and videos for posting on social media.

3.9. Project Kickoff Meeting

Agenda **KICKOFF MEETING: DIGITAL BIRZEIT PROJECT**

Date: June 29, 10:00 AM, Birzeit University - College of Engineering and Technology - First Floor - Room 109

Project Manager: Tariq Odeh

Agenda Items:

1. Welcome by Tariq Odeh
2. Introductions of team members
3. Distribution and discussion of the project charter:
 - a. Project overview
 - b. Assumptions
 - c. Project scope with milestones and deliverables
 - d. Authority and responsibility
 - e. Project organization
 - f. Roles and responsibilities
 - g. Disaster recovery
 - h. Resources and funding
4. Stakeholder register
 - a. Known stakeholders
 - b. Hidden stakeholders
5. Next steps
6. Around the room
 - a. Questions
 - b. Concerns

3.10. Human resource planning

Employee name	Job title	Job description	Educational qualifications	experience	salary	contact with
Tariq Odeh	Project manager	<ul style="list-style-type: none"> - Responsible for developing the project work plan - Responsible for managing the project team - Supervising the progress of the project - His authority is valid for all staff 	-Bachelor's degree in accounting -Master of Business Administration	- 7 years' experience in project management -Manage several events at the local level	2000\$	Phone: 0599653665 Email: tariq@gmail.com
Sara Ammar	Engineer	<ul style="list-style-type: none"> - Responsible for technical management - Responsible for all technical supplies for the theater 	Bachelor's degree in Electrical Engineering	has several certificates confirming his experience in the field of technical equipment	800\$	Phone: 0598253245 Email: sara99@gmail.com
Ayham Maree	Marketing manger	<ul style="list-style-type: none"> - Responsible for promoting the event 	Bachelor's degree in Marketing	Marketing for many local companies, products and events	600\$	Phone: 0599255245 Email: ayhamMaree@gmail.com
Yazan Khatib	Financia l officer.	<ul style="list-style-type: none"> - Responsible for the financial and banking management of the project 	Bachelor's degree in accounting	Three years' experience in accounting at Unipal	850\$	Phone: 0599258739 Email: Yazan96@gmail.com
Wessal shiekh	contract s officer	<ul style="list-style-type: none"> - Responsible for preparing the terms of contracts with companies 	Bachelor's degree in public administration	6 years' experience working as a Contracts Manager with Smart Events	500\$	Phone: 0599257741 Email: Wessal@gmail.com
Mona Awwad	Human Recours e manger	<ul style="list-style-type: none"> - Responsible for selecting the speakers - Responsible for project recruitment - Responsible for all 	Bachelor's degree in Business Administration	working as a human resources manager for 10 years at Macrom Palestine	900\$	Phone: 0599668758 Email: monaGan4@gmail.com

		interviews				
Jumana Ayoub	Content manager	- Responsible for writing the content that will be shown at the event	Bachelor of Media	Writing a script for several local events, including a TEDx event at Birzeit University	650\$	Phone: 0595628223 Email: JumAna@gmail.com
Emad Nofal	Trainer	- Responsible for training the event presenter and speakers	Diploma in Dramatic Arts	Participated in training in many events that took place at Birzeit University	800\$	Phone: 0598527211 Email: EmadNofal@gmail.com

4. Project Planning and Executing

4.1. Work Breakdown Structure

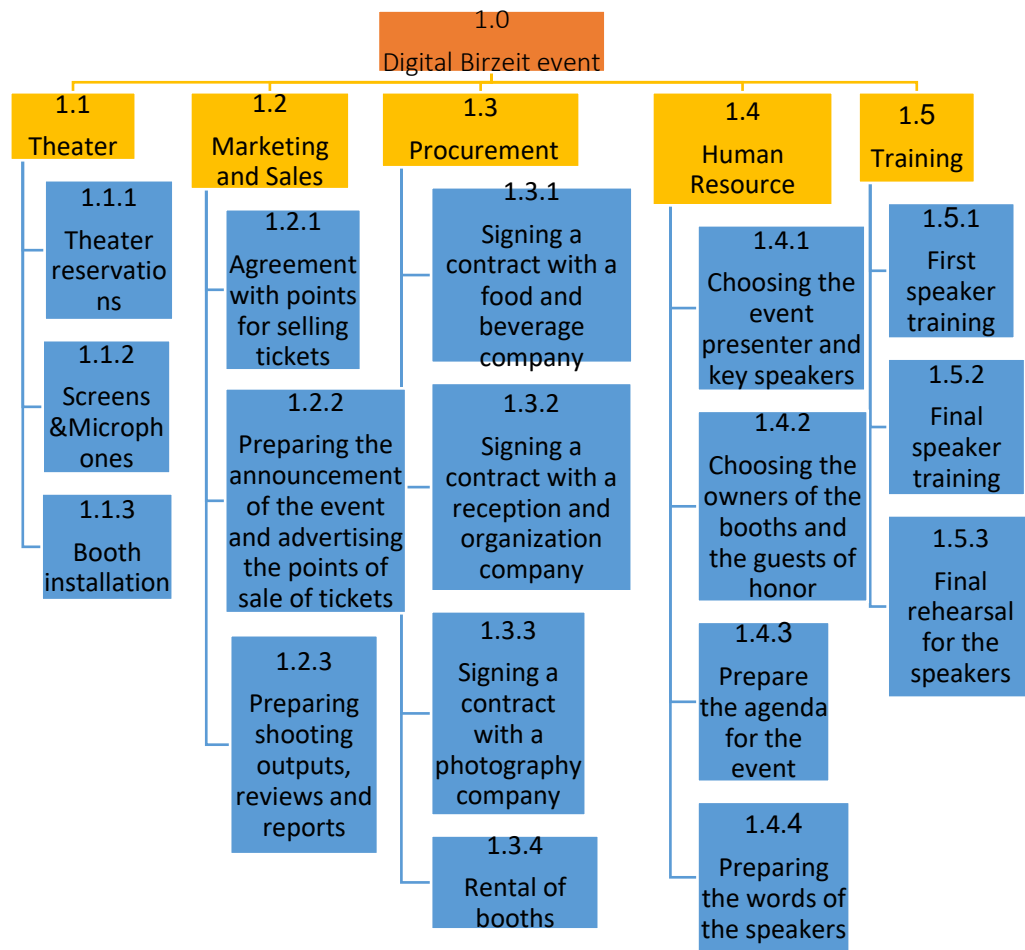


Figure 4-1: Work Breakdown Structure

4.2. WBS/ Work Package to network

Table 4-1: Work Package to network

Activity	Description	Preceding Activity	Activity Time Day
A	Theater reservations	None	2
B	Screens &Microphones	A	2
C	Booth installation	A	2
D	Agreement with points for selling tickets	H, I	2
E	Preparing the announcement of the event and advertising the points of sale of tickets	D	2
F	Preparing shooting outputs, reviews and reports	ALL	3
G	Signing a contract with a food and beverage company	A, N	4
H	Signing a contract with a reception and organization company	A, N	2
I	Signing a contract with a photography company	A, N	2
J	Rental of booths	A, C	1
K	Choosing the event presenter and key speakers	A, N	2
L	Choosing the owners of the booths and the guests of honor	A, N	2
N	Prepare the agenda for the event	A	4
M	Preparing the words of the speakers	N	1
O	First speaker training	N	2
P	Final speaker training	N	1
Q	Final rehearsal for the speakers	N	2

4.3. Responsibility Matrix

Table 4-2: Responsibility Matrix

Task	Project team							
	Tariq	Sara	Ayham	Yazan	Wessal	Mona	Jumana	Emad
Theater reservation.	R	S			S			
Screens & Microphones		R						
Booth installation		R		S	S			
Agreement with points for selling tickets			R	S	S			
Preparing the announcement of the event and advertising the points of sale of tickets			R					
Preparing shooting outputs, reviews and reports			R	R		S		
Signing a contract with a food and beverage company				S	R			
Signing a contract with a reception and organization company				S	R			
Signing a contract with a photography company			S	S	R			
Rental of booths		S		S	R			
Choosing the event presenter and key speakers	S					R	S	
Choosing the owners of the booths and the guests of honor	S					R	S	
Prepare the agenda for the event	S					S	R	S
Preparing the words of the speakers						S	R	S
First speaker training							S	R
Final speaker training							S	R
Final rehearsal for the speakers							S	R

R = Responsible.

S = Support.

4.4. Project Scheduling using software tool

Missing the deadline for one activity can affect other activities.

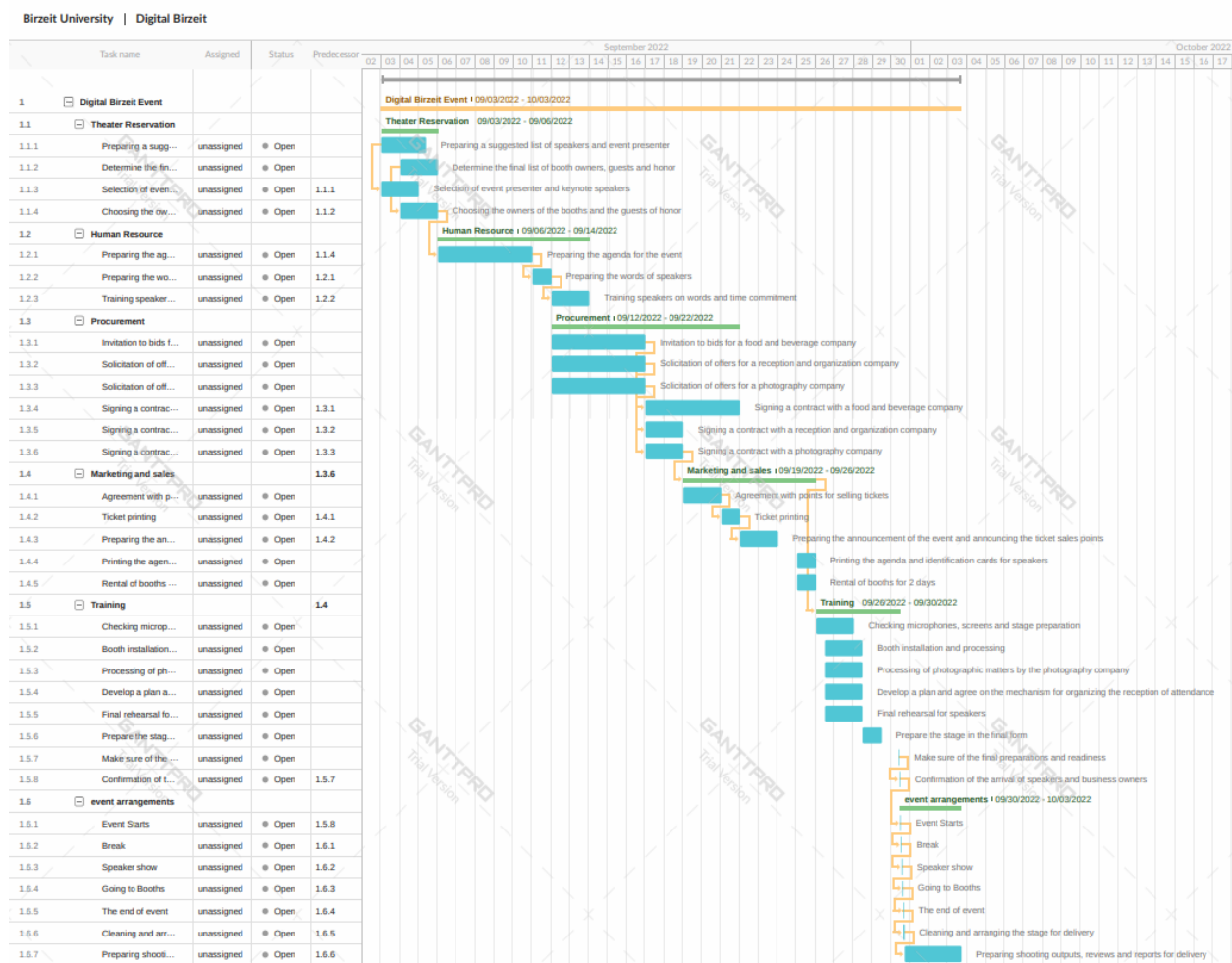


Figure 4-2: Project Scheduling using software tool

4.5. Critical path

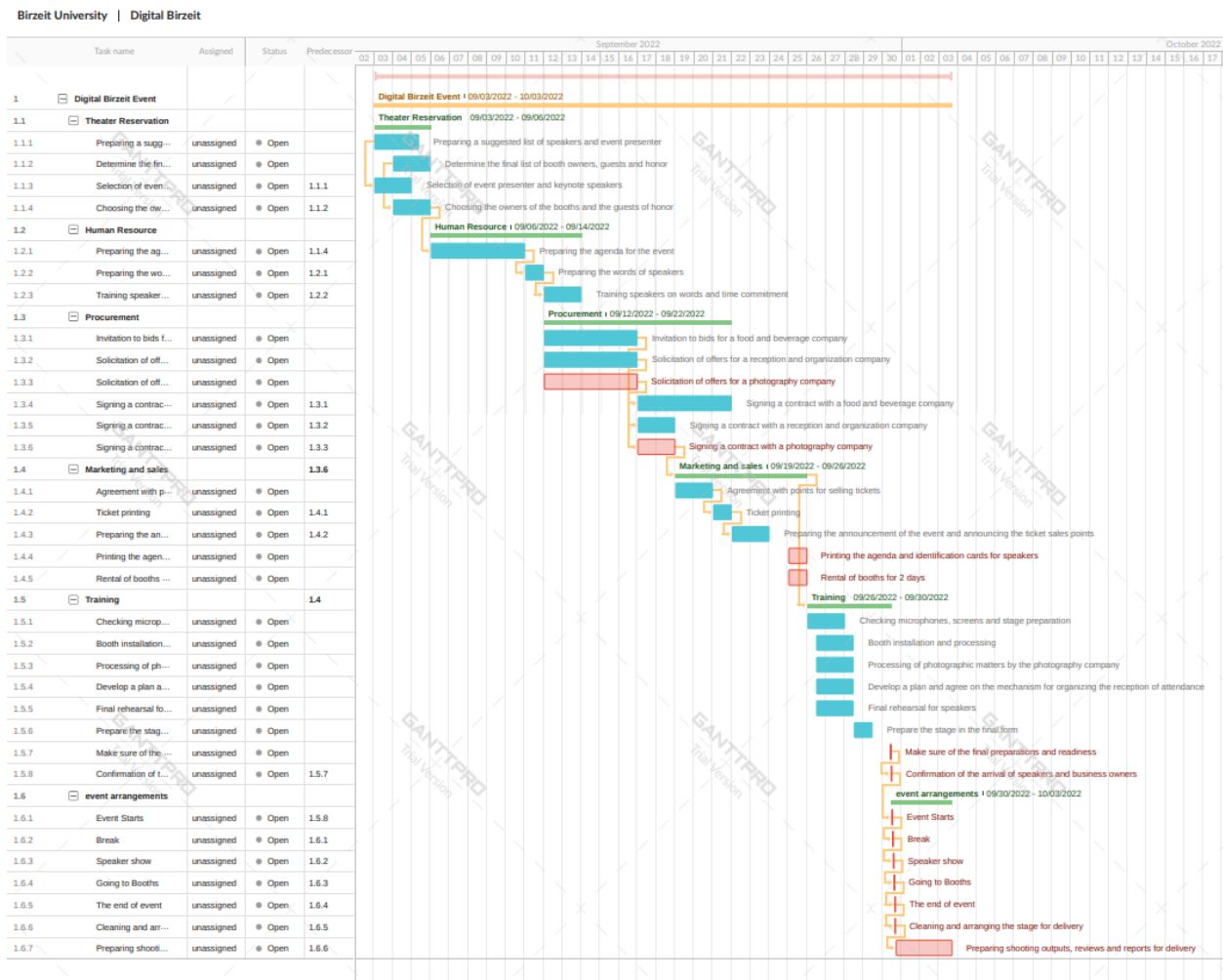


Figure 4-3: Critical path

4.6. Estimate Time

Table 4-3: 5.1. Estimate Time

Range Estimate					
WBS ID	Description	Low Estimate Day	Average Estimate Day	High Estimate Day	Range Day
1.1.1	Theater reservations	1	2	3	2
1.1.2	Screens & Microphones	1	2	3	2
1.1.3	Booth installation	1	2	3	2
1.2.1	Agreement with points for selling tickets	1	2	3	2
1.2.2	Preparing the announcement of the event and advertising the points of sale of tickets	2	2	3	2
1.2.3	Preparing shooting outputs, reviews and reports	2	3	4	3
1.3.1	Signing a contract with a food and beverage company	2	4	6	4
1.3.2	Signing a contract with a reception and organization company	2	2	3	2
1.3.3	Signing a contract with a photography company	2	2	3	2
1.3.4	Rental of booths	1	1	1	1
1.4.1	Choosing the event presenter and key speakers	2	2	3	2
1.4.2	Choosing the owners of the booths and the guests of honor	1	2	3	2
1.4.3	Prepare the agenda for the event	3	4	6	4
1.4.4	Preparing the words of the speakers	1	1	1	1
1.5.1	First speaker training	2	2	3	2
1.5.2	Final speaker training	1	1	1	1
1.5.3	Final rehearsal for the speakers	1	2	3	2

4.7. Estimate Cost

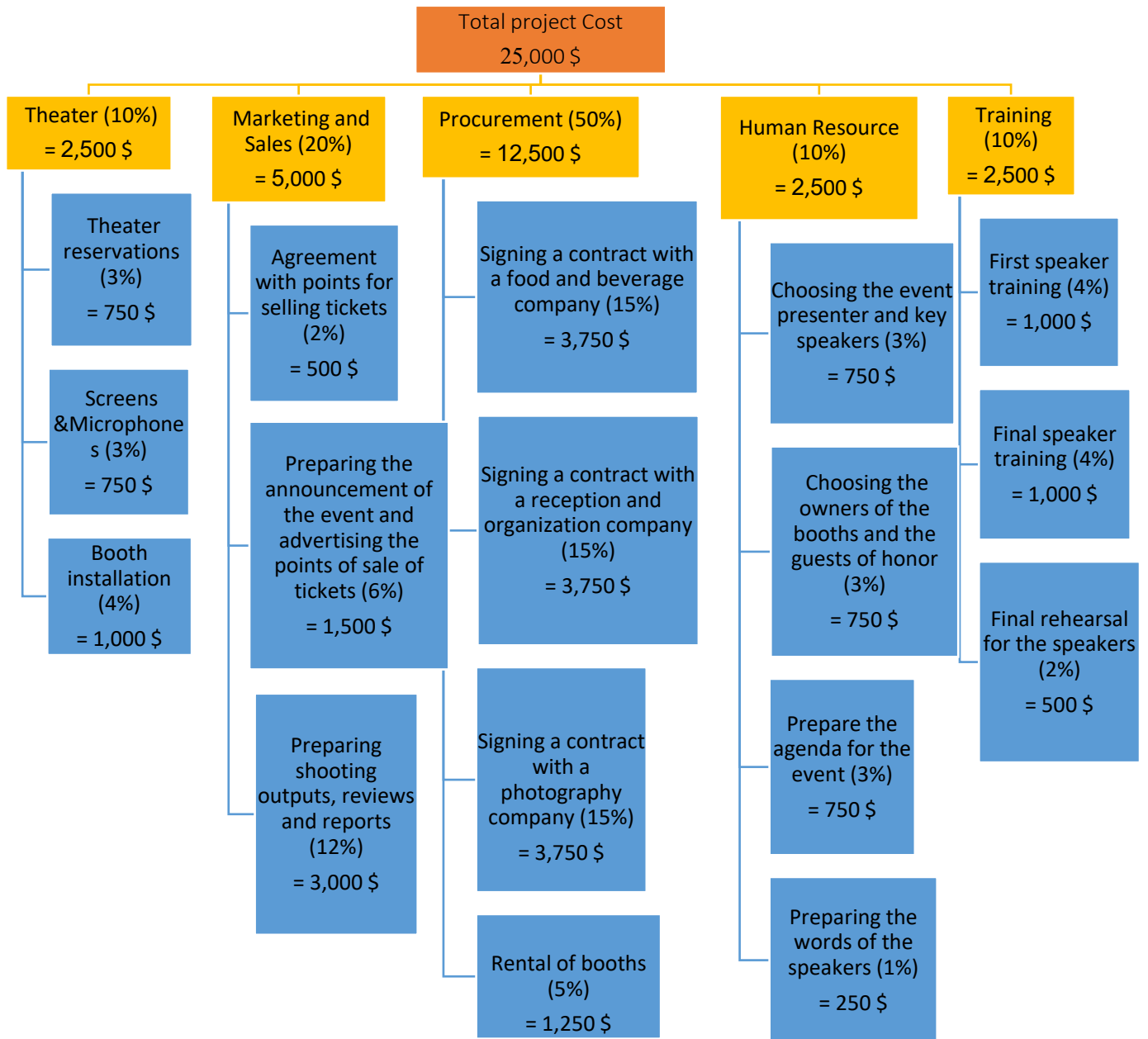


Figure 4-4: Estimate Cost

4.8. Communication Plan

Power Interest Grid

Table 4-4: Stakeholders Analysis

High	Keep Satisfied: <ul style="list-style-type: none"> • Birzeit University 	Manage Closely: <ul style="list-style-type: none"> • Project team.
Power	Provide General Information: <ul style="list-style-type: none"> • Trainer • contracts officer • Engineer 	Keep Informed: <ul style="list-style-type: none"> • Financial officer. • Marketing manager. • Human Recourse manager • Content manager
Low	Low	High
	Interest	

Table 4-5: The Plan for Communication

What Information	Target Audience	When?	Method of Communication	Provider
Milestones report	Birzeit University	anytime	E-mail and hardcopy	Tariq
Project status & Agenda	Birzeit University	weekly	E-mail and hardcopy	Tariq
Marketing report	Birzeit University, Project manager	anytime	E-mail and hardcopy	Ayham
Team status	Project team	weekly	E-mail	Mona
Audience feedback	Project team, Birzeit University	weekly	E-mail	tariq
Financial report	Project manager, Birzeit University	weekly	E-mail and hardcopy	Yazan
Contracts Reports	Financial officer	anytime	E-mail	Wessal

5. Mentoring and controlling

5.1. Managing Risk

Table 5-1: Managing Risk

Risk Event	Probability/ Likelihood	Impact	Response	Contingency Plan	Who is responsible?
Less than 300 tickets sold 4 days before the show	40%	25% (on cost)	MINIMIZATION	<ul style="list-style-type: none"> - Reduce the price of the ticket - Increase the advertisements for the offer with the mention of the new price 	Marketing officer, financial officer
Attendance is more than 400	25%	15% (on specification)	MINIMIZATION	<ul style="list-style-type: none"> - An additional 50 people are allowed to enter, as the theater capacity is sufficient - Prior agreement with the food company to increase the food 	contracts officer
A strike occurred at the university on the day of the event	30 %	75%(on time)	MINIMIZATION	Postponement of the event	PM
A fight occurred during the event	20 %	30 % (on specification)	ELIMINATION	The presence of the security forces is well organized.	HR
Companies Non-Compliance with the contract's terms.	10 %	40% (on specification) 20%(on cost)	TRANSFER	Agreeing with new companies and holding them accountable based on the contract.	contracts officer
If the university requests modifications	10 %	40 % (on time) 25% (on specification)	MINIMIZATION	Cost increase due to modification to the agreement	PM
Delay in completing the project	10 %	60 % (on time) 50% (on cost)	ELIMINATION	<ul style="list-style-type: none"> - Increase the work team - Overtime work - Increasing the financial incentives for the work team to work intensively 	PM
A fire	5 %	10 % (on	MINIMIZATION	- Signing with an	Engineer,

		cost) 70% (on specificat ion)		insurance company - Ensure safety rules	contracts officer
invasion from occupation	30 %	75 % (on all)	TRANSFER	Cancel or postpone the event	PM

5.2. Develop Project Budget

Table 5-2: Project Budget

PROJECT BUDGET				
Project Title:		DIGITAL BIRZEIT.		
Project Duration:		33 days.		
Code	Description	Total Activity Budget)	Budget Reserve	Total Project Budget C+D
I	Direct Costs Including Direct Overheads			
I.1	Theater	\$ 2,500	\$ 1,000	\$ 3,500
I.2	Marketing and Sales	\$ 5,000	\$ 1,000	\$ 6,000
I.3	Procurement	\$ 12,500	\$ 5,000	\$ 17,500
I.4	Human Resource	\$ 2,500	\$ 1,000	\$ 3,500
I.5	Training	\$ 2,500	\$ 1,000	\$ 3,500
I.10.	TOTAL DIRECT COSTS			\$ 34,000
II	Management Reserve (max. 4% of total direct costs (I.10.))			\$ 1,360
III	TOTAL DIRECT COSTS + Management Reserve (I.10. +II)			\$ 35,360
IV	INDIRECT COSTS (G&A Overhead) (max. 8% of III)			\$ 2,828
V	TOTAL (III+IV)			\$ 38,188
VI	Profit "20%" of V			\$ 7,637
VII	Salary			\$ 7,100
Total cost				\$ 52,925
VII	Tickets			\$ 6,000
Total Profit				\$ 13,637