

REGIONAL PROFESSIONAL SOCIETY CONFERENCE

Group A⁺:

Leila Aboutalebi Esfahani

Chetan Jonnalagadda

Heber Quezada

Thi Truong Vi Dinh

TEAM ASSIGNMENT & EVALUATION COVER SHEET – PT2

This cover sheet documents all team member's accountability and acceptance for this work. In addition, the team provides an overall Team Evaluation for each assignment.

The following team members for Group A⁺, certify that the following document is our work and that all material drawn from other sources has been fully acknowledged. Each team member certifies that he/she possesses a copy of the attached work and has contributed to its content.

PRINTED NAME	SIGNATURE	DATE
Heber Quezada	Heber Quezada	02/21/2025
Chetan Jonnalagadda	J.Chetan	02/21/2025
Thi Truong Vi Dinh	Vi Dinh	02/21/2025
Leila Aboutalebi Esfahani	LA	02/21/2025

TEAM EVALUATION FOR GROUP PROJECT ASSIGNMENT – PT2

Each team member identifies the overall rating of this assignment based on the Group Contract signed at the beginning of the semester. The rating scale is 5 (Highest) to 0 (Lowest). Please add actions required to improve group teamwork.

NAME	OVERALL GROUP CONTRACT COMPLIANCE (0 – 5 SCALE)	ACTIONS REQUIRED TO IMPROVE PERFORMANCE OF GROUP
Heber Quezada	5	No additional actions required
Chetan Jonnalagadda	5	No additional actions required
Thi Truong Vi Dinh	5	No additional actions required
Leila Aboutalebi Esfahani	5	No additional actions required

Execution Plan Revision History

Version	Implemented By	Revision Date	Approved By	Approval Date	Reason
1	Group A ⁺	02/21/2025			

Table of Contents

1.	Project Overview	4
1.1	Purpose, Scope and Objectives, and Business Case.....	4
1.1.1	Scope.....	4
1.1.2	Statement of Work (SOW).....	5
1.1.3	Business Case.....	8
1.2	Project Deliverables	10
1.2.1	Major Deliverables.....	10
1.2.2	Success Metrics.....	11
1.3	Project Organization.....	11
1.3.1	Organization overview.....	11
1.3.2	Position breakdown.....	12
1.4	Work Breakdown Structure.....	13
1.4.1	Work Breakdown Structure Overview.....	13
1.5	Responsibility Assignment Matrix.....	15
1.5.1	Matrix overview.....	15
1.5.2	Responsibility Assignment Matrix	15

List of Tables

Table 1.1.2-A - Key Milestones.....	5
Table 1.1.2-B - Resource Requirements	6
Table 1.1.2-C - Risks and concerns	7
Table 1.1.2-D - Acceptance Criteria.....	8
Table 1.1.3-A - Cost & Benefit Analysis of this Project Over Alternative Solutions	9
Table 1.1.3-B - Time Estimates to return on Investment.....	9
Table 1.3.2-A - Organizational Table showing Staff name, Role, Responsibilities and Reposts to	13
Table 1.4.1-A - Work Breakdown Structure.....	14
Table 1.5.2-A - Responsibility Assignment Matrix.....	16

1. Project Overview

1.1 Purpose, Scope and Objectives, and Business Case

1.1.1 Scope

1.1.1.a. Background

Arizona State University (ASU) was selected to host the 2026 Regional Conference in Tempe, AZ by the Regional Council of the Society of Women Engineers (SWE). The conference dates are February 20- 22, 2026, attendance is expected to be around 250-300. Attendees will be from all sections in Arizona, California, Colorado, New Mexico, Nevada, and Utah. We must coordinate corporate sponsorships, venue selection, student, and professional events, as well as meet all National SWE requirements. The Regional SWE organization has raised \$10,000 for the event, the budget for this event includes fees from attendees and sponsorships from corporations. The conference project plan must be finalized and reviewed by the local and regional SWE leaders by May 5, 2025.

1.1.1.b. Problem and solution

❖ Problem

Hosting a conference has a great deal of overhead beyond merely securing a venue. The Society of Women Engineers (SWE) has laid the task of planning the regional conference into ASU. With a budget of \$10,000 avenue must be chosen, create events for students and professionals, Additionally, the conference will require ample seating arrangements for sessions, workshops, and exhibits, which must be carefully planned to accommodate the expected 250-300 attendees. Furthermore, any additional budgetary needs will need to be acquired through sponsorships or fees from attendees.

❖ Solution

To successfully organize the 2026 Regional Conference for SWE at ASU, we need to focus on venue selection, event planning, seating arrangements, and securing additional funding. Choose a venue that can accommodate 250-300 attendees, ensuring it has the necessary facilities for sessions, workshops, and exhibits. Plan a mix of professional and student-focused events and ensure adequate seating for all activities. To cover additional costs, seek corporate sponsorships, offer tiered sponsorship packages, and charge nominal registration fees. Form a team for planning, marketing, and volunteer management, and create a detailed timeline for all tasks. By managing these aspects effectively, the conference will be well-organized and within budget.

1.1.1.c. Objectives

The goal of this project is to enable the Region council of the Society of Women Engineers to host a successful conference, through record attendance which will boost the image of the society as well as boost membership applications. Attendees seek a conference that offers valuable

networking opportunities, allowing them to connect with industry leaders, innovators, and peers. Additionally, the conference will feature engaging and forward-thinking workshops that provide attendees with actionable insights and skills to advance in their careers.

1.1.1.d. General Approach

❖ Technical Approach

We will research suitable venues and narrow down the best ones. The venue must be in a suitable location, have adequate parking, room for attendees and exhibitors as well as speakers, be in outstanding condition, have high-speed Wi-Fi connection, and adequate size docks for receiving the equipment needed. There will also be research on potential sponsors for the conference that align with the values and market of SWE.

❖ Managerial Approach:

We will go over the entire process with the regional council of SWE. We will have our lead project managers meet with them and come to an agreement for the conference project plan.

1.1.2 Statement of Work (SOW)

Key Milestones	
Date to finish task by	Milestone
02/21/25	Project Overview
03/14/25	Risk Assessment
04/07/25	Project Schedule
04/21/25	Final Project Proposal

Table 1.1.2-A - Key Milestones

Resource Requirements	
Budget	We must know how much money we must avoid overspending.
Seating arrangements	We need to have enough seating for guests during keynote events, luncheon, presentations, etc.
Marketing and Promotional Materials	Banners, brochures, and digital marketing materials to promote and inform attendees.
Venue and Facilities	Sufficient space for attendees, exhibitors, and speakers, with meeting rooms, lavatory, and accessible entrances.
Technology and Equipment	AV equipment (microphones, projectors, screens), Wi-Fi, registration systems, and computers/tablets.
Staff and Volunteers	Volunteers or staff for setting up event, registration, attendee support, and security.
Catering and Refreshments	Catering services for breaks, meals, and special dietary needs if applicable.
Speaker and Exhibitor Support	Fees or reimbursements for speakers, and setup for exhibitors.
Event Signage and Branding	Banners, directional signs, and programs for event navigation and branding.
Insurance and Permit	Necessary insurance and permits to comply with local regulations.

Table 1.1.2-B - Resource Requirements

Risks and concerns	
Budget	Hosting a conference is expensive, there is the risk that funding from sponsors won't cover all expenses. Leading to the conference being a failure as failing to pay for services will damage the image of SWE.
Advertising	No matter how well put together a conference is, if there is not sufficient advertising then there is a risk that attendance will falter.
Security problems	Without stringent security measures such as registration verification, badges for attendees, and security personnel, there is an increased risk to attendee's safety.
Staffing Shortage	Being shorthanded at any point of the process will lead to disruption in setting up the event as well as disruptions during the conference which will hinder the experience for attendees.
Unforeseen External Factors	Unexpected events out of our control such as poor weather, strikes with vendors, or global crises could disrupt planning and/or delay the conference which will lead to increased costs.
Legal and Compliance Issues	Not complying with local regulations and permits could lead to fines, legal action or even event cancellation.
Attendee Engagement	If the events are not engaging or capturing the audience's attention there is the risk of reducing the prestige of the conference, which will lead to diminishing attendance at future events.
Vendor Reliability	Depending on third party vendors carries the risk of potential delays, poor service, or last-minute changes. This can lead to added costs or a lower quality conference.
Reputation Damage	Any negative incidents during the conference such as security breaches or something small such as audio issues can harm the reputation and standing of SWE.
Communication Breakdowns	Poor communication between team members, sponsors, and attendees can lead to missed deadlines, confusion and overall leading to a loss of coordination in our efforts.
Safety Concerns	There is always a risk for the safety of attendees at large events, so it is of high priority to implement adequate safety measures and medical support for any sort of incident.

Table 1.1.2-C - Risks and concerns

Acceptance Criteria	
All tasks related to venue have been accomplished	The job cannot be started until a venue has been selected, once the venue has been selected all other tasks may begin.
Sponsorships have covered any budget concern	Being able to cover all expenses for a conference is of top priority, lest we leave SWE with the image of a poorly run institution.
SWE is happy with the outcome of the conference	The conference will be considered a success once all base level tasks have been completed.
Venue Confirmation	The venue must be selected and secured before any further planning can proceed. Once confirmed, other tasks such as scheduling and sponsorship outreach may begin.
Financial Coverage	All conference expenses must be fully covered by sponsorships and attendee fees to avoid budget shortfalls.
Satisfaction of SWE Leadership	The conference will be considered successful if SWE leadership is satisfied with the event's execution and alignment with their goals
Completion of Core Deliverables	The event will be deemed successful when essential tasks, such as venue selection, securing sponsors, confirming speakers, and finalizing the schedule, are completed on time
Attendee Engagement:	The conference will be evaluated based on attendee participation in sessions, workshops, and networking events. High engagement and positive feedback will be key indicators of success.
Smooth Event Execution	The event will be considered successful if it runs smoothly with no major disruptions or logistical issues. This includes efficient registration, well-organized sessions, and timely execution of all activities.
Post-Event Evaluation	A post-event survey and feedback collection will help assess the overall success and identify areas for improvement in future conferences.

Table 1.1.2-D - Acceptance Criteria

1.1.3 Business Case

1.1.3.a. Needs to be satisfied

- Secure Venue
- Secure additional funding via sponsorship

- Organize events for students and professionals
- Secure accommodation for guests inside venue

1.1.3.b. Feasibility of project

This project is extremely feasible as organizing a conference is something that we have done with enormous success in the past. There is no part of the project that we have not done beforehand. We have full confidence in our team to complete the project.

1.1.3.c. Internal forces likely to affect project:

The biggest internal force that will affect this project will deal with potential burnout, by trying to secure further sponsors. Oftentimes if a sponsor is not the one reaching out, such attempts will be rejected promptly.

1.1.3.d. External forces likely to affect project:

The only external force that will affect this project is the regional council of SWE. There is a possibility that the dates of the event can change or the scale of the convention to change. Things like this are not the most common, but it will minimally affect the project's outcome.

Cost & Benefit Analysis of this Project Over Alternative Solutions			
Our Project Implementation		Alternative (planning conference by themselves)	
Costs	Benefits	Costs	Benefits
Work for free	Quality work at no extra expense	Will have to pay board members	Have direct control over every decision
Resources for free	Extensive use of our expertise and resources at no expense	Dealing with internal red tape	Will lead to conference meeting all standards

Table 1.1.3-A - Cost & Benefit Analysis of this Project Over Alternative Solutions

Time Estimates to return on Investment	
Time planning	05/20/25 (This is the projected date for end of project planning)
Time working/implementing	02/20/26 (This is the projected date for end of project)

Table 1.1.3-B - Time Estimates to return on Investment

1.1.3.e How satisfaction of business needs will be determined:

The satisfaction of the business needs will be determined by communicating with the customer (regional council of SWE). We will gauge their satisfaction with the progress of the plan from these meetings. If the SWE comes out with an improved image after the conference, then we feel as if the business needs have been satisfied.

1.2 Project Deliverables

The Regional Professional Society Conference at Arizona State University (ASU) is a three-day event scheduled for February 20-22, 2026. The project team is responsible for planning, organizing, and successfully executing the event. This section will outline the key deliverables that must be completed for the project to be considered successful.

1.2.1 Major Deliverables

The following deliverables will be completed as part of the project execution. Each deliverable represents a major milestone in the planning and execution of the conference.

❖ Deliverable 1: Finalized Project Plan

A comprehensive document that will outline the event schedule, budget allocation, the venue selection, the risk management, and the planning. This will serve as the blueprint for the project and will be reviewed by the SWE Regional Leadership.

❖ Deliverable 2: Sponsorship Agreements & Funding Commitments

This deliverable will ensure that financial support is secured from corporate sponsors and the external funding sources. The agreements will be specifying sponsorship tiers, benefits, and branding opportunities for sponsors.

❖ Deliverable 3: Venue Booking & Setup Confirmation

A finalized contract with the selected conference venue that confirms the space availability, room layouts, catering, audio/visual equipment, and accessibility compliance.

❖ Deliverable 4: Marketing & Promotional Strategy Execution

This includes the development of a marketing campaign, featuring social media outreach, email marketing, and printed materials to increase attendance and the visibility of the conference

❖ Deliverable 5: Attendee Registration System Implementation

A fully functional online registration platform that enables attendees to sign up, purchase tickets, and receive confirmation details. This system must also include check-in protocols for the day of the event.

❖ **Deliverable 6: Speaker & Panel Confirmation Agreements**

This deliverable includes securing keynote speakers, workshop presenters, and panelists for the event. Each speaker will be given a formal contract and schedule confirmation.

❖ **Deliverable 7: Conference Materials & Merchandise Production**

All printed and digital conference materials, including the brochures, banners, event schedules, name badges, and branded merchandise (T-shirts, tote bags).

❖ **Deliverable 8: Volunteer Recruitment & Training Program**

A well-structured recruitment and a training plan for the volunteers who will assist in the event setup, attendee registration, and logistical coordination during the conference.

❖ **Deliverable 9: Security & Logistics Plan**

A finalized plan detailing on-site security measures, crowd control, emergency response plans, and general planning management to ensure the safety of the attendees.

❖ **Deliverable 10: Post-Event Feedback & Performance Evaluation Report**

A detailed report summarizing the attendee feedback, sponsor satisfaction, and overall event performance, which will be used to assess the conference's impact and areas for improvement.

1.2.2 Success Metrics

The project will be evaluated based on the following criteria:

- **Achieve Attendance Target:** 250-300 participants attend the conference.
- **Financial Goal Met:** Sponsorship agreements cover all expenses.
- **Stakeholder Satisfaction:** Positive feedback from attendees, guest speakers, and sponsors.
- **Smooth Event Execution:** No major logistical disruptions occur.

1.3 Project Organization

1.3.1 Organization overview

Our organizational table (See Table 1.3.2.A) provides a comprehensive breakdown of key staff roles and their coverage of every critical event detail and related support activities. By highlighting each position's role and responsibilities, this organizational structure reflects our commitment to professionalism and cohesive teamwork. It offers clients clear visibility into the responsibilities of each team member, fostering trust and confidence that every aspect of their event is managed by dedicated professionals.

1.3.2 Position breakdown

Staff name	Role	Responsibilities	Reports to
Ariel Garin	Security Manager	Ensure the safety of every visitor, staff, and equipment. They control access points of event areas, keep watch for potential security breaches, and act promptly on incidents for safety purposes.	Event Planning Leader
Heber Quezada	Event Setup & Preparation Manager	Manages the event's logistic needs, including setting up the stage, seating, and venue preparation. The team ensures the installation of necessary sound systems, lighting, and other requisite equipment, ensuring they are fully functional.	Event Planning Leader
Cory Tanner	Guest Services Manager	Focus on hospitality by coordinating tea breaks, snacks, and refreshments for delegates. Arrange catering services and accommodate special dietary needs, ensuring visitor satisfaction and comfort throughout the event.	Project Manager
Blake Parsons	Event Operations Manager	Oversee smooth program conduct, encompassing event facilitation and MC management. Engage with participants and professors with the aid of interactive sessions and arrange entertainment and networking sessions to provide the best possible event experience.	Event Planning Leader
Chetan Jonnalagadda	Marketing Campaign Manager	Develop promotional campaigns to promote the profile of events. Activities include the management of social networks, e-mail campaigns, press releases, and the designing of strategies to mobilize a broad base of participants.	Project Manager
Kyler Erhard	Registration Coordinator	Oversee the online registration to ensure the attendees' information is accurate. Manage the guest check-in and customer support regarding registration-related queries to deliver a smooth registration experience.	Event Planning Leader
Leila Esfahani	Executive Sponsor	Secure financial sponsorship with external sponsors and company sponsors. Establish strong relationships with sponsors to obtain the	None

		necessary event coverage, brand image, and proper sponsorship acknowledgment.	
Max Potruch	Event Planning Leader	Lead the events management process, advising the functional managers and coordinating the cross-functional work together. Ensure that all the events management work is aligned with the project aims and schedule.	Project Manager
Vi Dinh	Project Manager	Manage the entire work by coordinating all the elements of the work with the set targets. Oversee the delivery of the work and serve the central accountable entity of it.	Executive Sponsor

Table 1.3.2-A - Organizational Table showing Staff name, Role, Responsibilities and Reposts to

1.4 Work Breakdown Structure

1.4.1 Work Breakdown Structure Overview

The Work Breakdown Structure (WBS) is a visual representation of the timeline for our deliverables, which helps the team organize tasks and coordinate deadlines. The structure divides the project into manageable deliverables and smaller work packages, clearly showing the timeline for each task and who is responsible for completing it. This approach enables better coordination among team members and ensures that each deliverable is achieved within the set time limit. A more detailed version of the timeline will be developed as we move forward in the project, allowing for more accurate deadlines and refined work packages based on new information.

Breakdown	Task Description	WBS Code	Duration(days)
Finalize project plan	Initial planning and strategy development	1	30
sub-task1	Plan the event schedule	1.1	10
sub-task 2	Budget allocation	1.2	10
sub-task3	Secure a location with enough space for all attendees, seating, and equipment setup	1.3	10
Sponsorship agreement & funding	Ensure that financial support is secured	2	25
sub-task1	Find companies or organizations willing to fund the event	2.1	10
sub-task2	Secure sponsors	2.2	15

Venue Booking & setup confirmation	Ensure that the chosen venue meets the requirements for hosting	3	15
sub-task1	Contract with the selected conference venue	3.1	15
Marketing & promotional strategy	Promote the event	4	100
sub-task1	Advertise on social media, email campaigns, and flyers to increase attendance	4.1	100
Attendee registration system implementation	Setup registration	5	15
sub-task1	Create an online system for attendees to sign up and check in	5.1	15
Speaker & panel confirmation agreement	Find speakers	6	35
sub-task1	Contract with selected speakers	6.1	10
sub-task2	Invite industry experts to give talks and join panel discussions	6.2	20
Sub-task 3	Create a schedule that includes speaker sessions, networking events, and workshops	6.3	5
Conference material	Prepare conference materials	7	8
sub-task1	Design badges, brochures, banners, and merchandise (like t-shirts)	7.1	8
Volunteer recruitment & training program	Recruit and train volunteers	8	14
sub-task1	Find and prepare volunteers to assist with event setup, registration, and logistics	8.1	14
Security and logistics plan	finalized plan detailing on-site security measures	9	15
Post-event feedback	Collect feedback after the event	10	15
sub-task1	Send surveys to attendees and evaluate the success of the event	10.1	5
sub-task2	Review feedback and create a report on the event's strengths and areas for improvement	10.2	5
sub-task3	A detailed report summarizing attendee feedback, sponsor satisfaction, and overall event performance	10.3	5

Table 1.4.1-A - Work Breakdown Structure

1.5 Responsibility Assignment Matrix

1.5.1 Matrix overview

The Responsibility Assignment Matrix (**See Table 1.5.2-A**) shows which stakeholders will be responsible for each stage of the project, regarding major deliverables. It also represents the stakeholders accountable for final approval of the deliverables. Consultation and informative steps will also be shown. All information can be referenced in the following legend and chart.

1.5.2 Responsibility Assignment Matrix

NOTE: This chart is preliminary and will be changing as the project progresses.

Legend: (See Table 1.5.2-A)

● = Responsible: The stakeholders responsible for the execution of this deliverable in its entirety.

■ = Accountable/Approval: The stakeholder(s) who is(are) accountable for the deliverable & providing final signature approval.

○ = Consulted/Supported: The stakeholders or related companies who are to be consulted as experts if needed

● = Informed/Notified: Any stakeholders who will be notified of the current deliverable status.

	Ariel Garin	Heber Quezada	Cory Tanner	Blake Parsons	Chetan Jonnalagadda	Kyler Erhard	Leila Esfahani	Max Potruch	Vi Dinh
Finalized Project Plan	●	●	●		●		■ ■	●	●
Sponsorship Agreements & Funding Commitments					●		● ●	●	●
Venue Booking & Setup Confirmation	●	●	●	●	●		●	■ ■	
Marketing & Promotional Strategy Execution					●		● ●		■
Attendee Registration System Implementation	●					●		■	●
Speaker & Panel Confirmation Agreements			●	● ●	●			■ ■	
Conference Materials & Merchandise Production		●		●				■ ■	
Volunteer Recruitment & Training Program	● ●	●	●					● ●	■ ■
Security & Logistics Plan	●		●					■ ■	
Post-Event Feedback & Performance Evaluation Report							●	●	■ ■

Table 1.5.2-A - Responsibility Assignment Matrix

References

- [1] J. K. Pinto, *Project Management: Achieving Competitive Advantage*. 4th ed. Hoboken, NJ, USA: Pearson, 2019.