Technical Upgrades: Regional Professional Society Conference

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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 Thunderstrike 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
Gaurav Raghunand	Gaurav Raghunand	04/21/2025
Tharun Goud Dasugari	Tharun Goud Dasugari	04/21/2025
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TEAM EVALUATION FOR GROUP PROJECT ASSIGNMENT – PT5

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
PROJECT LEADER: Tharun Goud Dasugari	5	We did our work as per our best understanding and reiterated multiple times for best results.
Gaurav Raghunand	5	Learnt MS Project
Vaishnavi Shivamogga Murali	5	Formatting and Content Validation
Pankti Darshan Shukla	5	Team Resource Scheduling and Availability.

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Execution Plan Revision History

Version #1	Implemented By	Revision Date	Approved By	Approval Date	Reason
1	Thunderstrike	02/19/2025			
1.1	Thunderstrike	03/14/2025			
1.2	Thunderstrike	04/04/2025			
1.3	Thunderstrike	04/21/2025			

1. Project Overview

1.1. Purpose, Scope and Objectives, and Business Case

1.1.1 Scope

This project entails thorough planning and organizational activities and execution of the 2025 SWE Regional Conference which will take place at ASU. Every aspect necessary for the 2025 SWE Regional Conference at ASU is part of the plan starting from sponsor acquisition to logistics management and audience involvement. MS Project will emphasize national SWE guidelines in planning an exceptional 2025 conference that will establish new standards for regional events.

1.1.1.a. Background

A 2025 event named the Society of Women Engineers (SWE) Regional Conference will take place at Arizona State University (ASU). The event supports mutual learning and career advancement between students and professionals from six states who share an interest in engineering. ASU wants to improve its status as a prime center for women engineers in engineering through this conference event which fulfills SWE national demands. The event will showcase workshops combined with panel discussions alongside career opportunities and networking events that feature sponsors from the local corporations. ASU will gain more prestige through this conference success which will lead to attracting future sponsorships and collaborations.

1.1.1.b. Problem

Planning a big conference involves several demanding tasks which include technical coordination along with financial planning and securing sponsor support while following Society of Women Engineers national protocols. A combination of valuable professional learning opportunities and a smooth experience must be carefully planned for 250–300 attendees. The conference lacks a structured plan which produces potential problems for keeping attendees involved and handling resources properly along with maintaining successful implementation.

1.1.1.c. Current Process

Current approach for event planning at ASU:

- Determining the location and logistics needs
- Working together with the national leadership of SWE
- Getting money and sponsorships
- Setting up workshops and speaker events
- Overseeing the registration and correspondence of attendees
- Organizing lodging, transportation, and catering

Advantages:

- Within ASU, the school is well-known, and the administration has welcomed it.
- solid industrial ties in the area for sponsorships

- knowledgeable group with experience in event planning

Disadvantages

- The event preparation process required careful collaboration between several stakeholders.
- Significant financial support is required.
- adherence to national SWE regulations

1.1.1.d. Overview of the Project

The main goal of this project involves constructing a complete operational plan to execute the 2025 SWE Regional Conference on the ASU campus. The project performs a whole series of duties starting with picking suitable event locations followed by sponsorship acquisition procedures and the arrangement of speakers and workshops together with methods to engage participants. The conference structure has been designed to deliver a smooth event journey that fulfills requirements from national SWE leadership and from all participants. The project seeks to raise ASU's standing as an outstanding establishment that supports women in engineering careers.

1.1.1.e. Objectives

This project aims to create a complete execution strategy for the 2025 SWE Regional Conference at ASU. The project includes selecting the venue along with obtaining sponsorships and determining workshop speakers as well as developing strategies for attendee engagement. Complete conference planning will meet participant expectations and SWE national leadership criteria while providing fully integrated experiences. The goal of the program is to establish ASU as a top university for female engineering students.

1.1.1.f. General Approach

1. **Technical Approach**

- Researching tried-and-true strategies for organizing successful conferences is essential.
- A detailed organizational framework should be developed for logistics operations alongside registration procedures and event session control.
- The organization should create a digital system for participant enrollment together with conference involvement features.
- The project team needs to work with ASU facilities to obtain support for venues along with technical resources.

2. Managerial Approach

- The planning committee should include representatives from SWE and ASU faculty members and student volunteers.
- The organization must create precise financial planning and funding procedures.
- The implementation requires the creation of an organized schedule that includes key dates together with respective duties.
- Project stakeholders need to conduct regular meetings to check progress against the established goals of their initiatives.

1.1.2 Statement of Work (SOW)

Milestones	
Date to Finish Task	Milestone
03/15/2025	Draft working version of conference plan. Plan the venue, estimate the total budget, create sponsor packages.
03/30/2025	Get final approval from National SWE and ASU administration to schedule the event on the set date(s).
04/15/2025	Decide whether you'll take sponsorship funding, finalize the sponsorships and open attendance registration.
05/15/2025	Determine how workshops / panels and seminar speakers will be outlined.
06/10/2025	Logistics can be finalized, for example room assignments, catering, volunteer scheduling, A/V.
08/15/2025	Conference tentatively (2–3 days early August) held by host.
08/20/2025	Collect feedback, close out and post event evaluation.

Figure 1.1.2.A - Key Milestones

Resource Requirements

Resource	Details
Conference Facilities	Ballrooms or large lecture halls for ~250–300 attendees, plus smaller breakout rooms.
AV/Technical Equipment	Projectors, microphones, sound systems for keynote rooms and panel/workshop sessions.
Volunteer/Staff Hours	Team of SWE chapter members and university volunteers for registration, session facilitation, etc.
Marketing & Communication	Digital tools (website, social media, email) plus on-campus marketing (flyers, posters).
Sponsor Engagement Materials	Sponsor pitch decks, packages, contracts, and promotional opportunities (booths, logos, signage).
Catering & Hospitality	Light breakfasts, lunches, coffee breaks, networking receptions.
Speaker/Guest Logistics	Keynote/panel travel & accommodation stipends (if applicable), conference badges, and materials.
Conference Software	Registration platform, attendee check-in system, possibly an event app (if budget allows).

Figure 1.1.2.B - Resource Requirements

Risks and Concerns	
Risk or Concern	Description
Budget Constraints	Sponsorship and registration fees sometimes fail to meet all costs associated with the event.
Venue Availability	Conference facility scheduling can be constrained by elevated use throughout the campus.

Logistical Complexity	The organization faces difficulties in managing multiple breakout rooms together with scheduling volunteers and running meal services.
Sponsor Engagement	Budget security decreases when sponsors fail to participate or provide their support late.
Weather or External Factors	Extreme weather conditions along with unexpected changes in campus policies interrupt the schedule of the conference.
Compliance with SWE/National	Not complying with official requirements could possibly result in the loss of official SWE Regional Conference status.
Security/Safety Protocols	All ceremonies conducted within the student body must follow both college guidelines and nearby administrative specifications.

Figure 1.1.2.C - Risks and Concerns

Acceptance Criteria	
Acceptance Criteria	Description
Conference Execution	All sessions, keynotes, and workshops run as scheduled with minimal disruptions.
Attendance Goals	250–300 attendees from at least six states, representing collegiate and professional SWE members.
Sponsorship Fulfillment	Sponsors receive agreed-upon benefits (booth space, branding, speaking opportunities, etc.).
Positive Attendee Feedback	Post-event survey shows ≥80% overall satisfaction regarding content and logistics.
Budget Adherence	Conference costs stay within or below the approved budget.

Compliance with SWE/National Requirements	Conference meets or exceeds SWE's regional/national standards for scope, inclusivity, and format.
Post-Event Reporting	The final report includes information about attendees, sponsor evaluations, financial records, together with essential learning points from the project.

Figure 1.1.2.D - Acceptance Criteria

1.1.3 Business Case

Business Needs to Be Satisfied:

1. **Networking & Professional Development**
    - The organization should establish a system which connects students to alumni members and professional participants.
    - The organization should organize career events including fairs and workshops as well as panels to serve women in the engineering field.
2. **Elevate ASU & SWE Brand**
    - Through its efforts ASU needs to establish a stronger position as a leader in STEM diversity promotion.
    - The organization aims to grow membership numbers both within its regional area and at the national level as well as establish industry partnerships.
3. **Industry Engagement & Sponsorship**
    - The event should seek support from corporate donors to finance its operations while opening paths for cooperative ventures.

Feasibility of the Project

- **Experience**: ASU along with their SWE chapter possess experience running large-scale events because they understand venue management needs and how to handle volunteers effectively.
- **Resources**: The university has contemporary facilities in combination with numerous available volunteers and well-developed partnerships with local engineering companies.
- **Timeline**: Project planning occurs six months in advance that allows organizations to obtain sponsors while identifying speakers and securing venue availability.

Internal Forces Likely to Affect Project

- **Coordination Among Student Leaders**: Student leader planning collaboration faces delays due to their academic programs sharing common times.
- **Chapter Leadership Changes**: The chapter suffers from planning discontinuity when important SWE leadership members either leave or switch their positions.
- **Budget Oversight**: Changes in strictness of internal budget policies or shifts in the chapter treasury funds may impose budgeting constraints.

External Forces Likely to Affect Project

- **University Policies**: Local university policies which alter event rules, facility pricing structure or implement new security procedures will modify the planning process.
- **Corporate Landscape**: Corporate developments which include budget changes and mergers as well as reorganizations often affect the availability of sponsors.
- **Economic or Public Health Factors**: The economic status along with public health guidelines including capacity restrictions and travel restrictions might decrease attendance.

Cost & Benefit Analysis of This Project Over Alternatives		
	Hire External Conference Organizer	**ASU SWE Team Hosts**
Costs	Higher professional fees	Moderate budget needs (venue + volunteers)
Benefits	Less burden on student leaders' workload	Strong brand alignment with ASU & SWE
Risks	Less local ownership of event experience	Potential learning curve managing logistics
Outcome	Possibly more turnkey solution	Greater control over content & sponsor ops

Figure 1.1.3.A - Cost & Benefit Analysis of This Project Over Alternatives

Time Estimates to Return on Investment

- **Financial ROI**: Event financial costs will be compensated through the blend of sponsor packages together with registration fees during August 2025.
- **Non-Financial Gains**: The program will generate multiple non-financial benefits through enhanced corporate partnerships together with increased brand exposure that continues until August 2025.

Time Estimates to Return on Investment	
Investment	**Projected Return**
Budget for Venue & Logistics	Partial recoup via sponsorship revenue (secured by Q1/Q2 2025).
Student & Volunteer Effort	Professional development, networking, boosted SWE profile on campus.
Conference Marketing	Increased brand recognition for both ASU and SWE over ~12 months.

Figure 1.1.3.B - Time Estimates to Return on Investment

How Satisfaction of Business Needs Will Be Determined

- **Attendee Feedback**: The event surveys directed at attendees will evaluate their satisfaction regarding how they perceive conference activities, together with their assessments of the event venue and networking potential.
- **Sponsor Feedback**: The sponsors receive direct feedback about their sponsorship's return on investment through brand visibility measures alongside recruiting results.
- **Outcome Review**: Examining actual results against planned targets for attendance figures, budget allocations, and sponsor participation rates takes place.

1.2 Project Deliverables

1.2.1 Major Deliverables

1.2.1.a Conference Planning Reports

Project planning includes dividing work into boundaries that contain financial and temporal specifications.

1.2.1.b Milestone Report

The implementation of a comprehensive recovery plan through operating systems reduces the amount of time needed to overcome potential risks.

1.2.1.c Venue Management and Logistics

- Venue reservation and confirmation
- Organizational personnel must complete the keynote reservation process before they handle workshop space planning and networking event scheduling.
- Customers who book services with the company seem to find accommodation and transportation choices as a single offering.
- The integration of basic technology throughout multiple event areas generates a delivery system that enables live streaming on every platform.

1.2.1.d Sponsorship and Fundraising

- Sponsorship outreach plan and sponsorship procurement strategy
- The organization creates an appealing opportunity to draw potential sponsors through its sponsorship program initiatives.
- Business organizations deploy several different systems to improve their corporate sponsor funding procedures along with corporate partnership initiatives.

1.2.1.e Attendance Registration and Administration

- Web-based system deployment and upkeep
- Pre-and post-event communication strategy
- The staff member team implements system registration procedures to create streamlined event communication operations for those attending.

1.2.1.f Speaker and Workshop Organization

- Staff members preview the planned presentations to select speakers who will have the role of look and appearance.
- Building presentation and workshop materials
- Event management arranges entire travel needs as well as covers accommodation costs and places financial obligations on major speakers.

1.2.1.g Marketing and Promotion

- Event staff create branding materials using printed and digital marketing approaches starting with posters and flyers.
- Through social media platforms and email marketing strategies event promotion staff achieve better audience engagement which drives higher attendance numbers.
- The development of web applications and event applications requires execution during key events to enhance communication connections between participants.

1.3 Project Organization

1.3.1.a Chart Overview

Our organizational chart (See Figure 1.3.1.A) gives an easy-to-understand representation of the workforce at our contracting firm. It shows each employee's name, along with their department and job title. This chart is important because our customers will want to see a breakdown of who is working on their systems and the overall structure of our firm. This gives customers more confidence in us as an entity.

1.3.1.b Position Breakdown

1. Project Manager

Primary Responsibilities:

- Oversee the whole project life cycle with project scheduling and budget management.Liaise with any external stakeholders (e.g., SWE national/regional representatives, ASU administration)
- He is the final decision maker, and it is he who decides or resolves conflicts between team members

Key Deliverables:

- Comprehensive project plan and timeline
- Final projects close-out report and budget tracking

Success Indicators:

- Time and budget adherence on project milestones
- Smooth coordination among all team members and external parties

2. **Logistics & Venue Coordinator**

Primary Responsibilities:

- They research and reserve appropriate conference spaces (keynote hall / breakout rooms), draft agenda, seek out influential speakers and delegates
- Helps in on the day setup (the equipment and seating and signing) and provision of the campus policies
- Takes care of coordinating volunteer schedules for registration and room monitoring

Key Deliverables:

- We reached the definitions of finalized room layouts and venue booking confirmations
- A/V, seating, safety measures that can be done on the site

Success Indicators:

- Effective venue usage with minimal scheduling conflicts
- Positive attendee feedback on conference facilities and day-of operations

3. Marketing & Communications Coordinator

Primary Responsibilities:

- Marketing Campaigns: Develops and executes the campaigns what attract the attendees (social media, email blast, print material).
- Works to oversee the registration processes to register, maintain attendee lists, and communicate with registrants.
- Brand, design flyers, update site, handle outreach for before and during the conference.

Key Deliverables:

- Conference marketing plan and timeline.
- Registration platforms live and functional (updates on attendee count).
- Success Indicators:
- Achieving target attendance (250–300 attendees).
- Engaged online/social media presence and positive event branding.

4. Program & Sponsorship Coordinator

Primary Responsibilities:

- Acts as a content developer for conferences: workshops, keynote sessions and panel discussions.
- Outreach and negotiation of corporate package (or other buying channel) sponsors (exhibitor booths, acknowledgments).
- Ensures that new speakers are properly coordinated (invitations, travel arrangements, presentation needs).

Key Deliverables:

- Confirmed topics of selected sessions of the speakers / panelists on the curated list.
- Benefits package, Sponsor contract and Sponsor engagement plan.

Success Indicators:

- SWE and ASU standards with high quality programming.
- Found sponsors secure enough to cover costs and raise the level of experience at the event to a high mark.

Name	Role	Key Responsibilities
Gaurav Raghunand	Project Manager	Overall oversight, budget, final decisions
Vaishnavi Shivamogga Murali	Logistics & Venue Coordinator	Venue booking, on-site arrangements, safety
Pankti Shukla	Marketing & Communications Coordinator	Promotion, registration, attendee relations
Tharun Goud Dasugari	Program & Sponsorship Coordinator	Speaker sessions, sponsor outreach, schedules

1.4 Work Breakdown Structure (WBS)

1.4.1 Work Breakdown Structure

1.4.1.a Structure Overview

Our work breakdown structure is done using ProjectLibre as shown in the figure 1.4.A (to be changed) below. This helps us understand better how long each of our deliverables and their sub-tasks must be submitted and helps our team understand the deadlines better and therefore we can coordinate more efficiently with the detailed information we have below:

Name	Duration1
⊟Deliverable 1: Draft Conference Plan (25 days)	**25 days**
Sub-Task 1: Research ASU venues (10 days)	5 days
Sub-Task 2: Draft preliminary budget (8 days)	8 days
Sub-Task 3: Outline tiered sponsorship packages (7 days)	7 days
⊟Deliverable 2: Stakeholder Approvals (15 days)	**15 days**
Sub-Task 1: Present plan to National SWE and ASU leadership (5	5 days
Sub-Task 2: Adjust plan based on feedback (7 days)	7 days
Sub-Task 3: Finalize compliance documentation (3 days)	3 days
⊟Deliverable 3: Sponsorship & Registration Launch (16 days)	**16 days**
Sub-Task 1: Finalize sponsor contracts (10 days)	10 days
Sub-Task 2: Build registration system with early-bird pricing (4	4 days
Sub-Task 3: Launch targeted social media campaign (2 days)	2 days
⊟Deliverable 4: Program Finalization (30 days)	**30 days**
Sub-Task 1: Confirm keynote speakers (12 days)	12 days
Sub-Task 2: Design student workshops (10 days)	10 days
Sub-Task 3: Submit program to National SWE for compliance (8	8 days
⊟Deliverable 5: Logistics Coordination (26 days)	**26 days**
Sub-Task 1: Assign rooms and A/V setups at ASU (10 days)	10 days
Sub-Task 2: Negotiate catering contracts (8 days)	8 days
Sub-Task 3: Train volunteers via hybrid workshops (8 days)	8 days
⊟Deliverable 6: Conference Execution (10 days)	**10 days**
Sub-Task 1: Conduct pre-conference tech rehearsals (3 days)	3 days
Sub-Task 2 :Manage on-site registration and troubleshooting (3	3 days
Sub-Task 3: Host post-conference networking mixer (1 day)	1 day
⊟Deliverable 7: Post-Event Evaluation (5 days)	**5 days**
Sub-Task 1: Distribute attendee feedback surveys (2 days)	2 days
Sub-Task 2: Reconcile final budget vs. actuals (2 days)	2 days
Sub-Task 3: Draft a "Lessons Learned" video report (1 day)	1 day

Figure 1.4.A - Work Breakdown Structure (ProjectLibre)

1.5 Responsibility Assignment Matrix

1.5.1 Responsibility Assignment Matrix

1.5.1.a Matrix Overview

The Responsibility Assignment Matrix (Figure 1.5.1.A) identifies who employee of the company's contracting department holds the responsibility of what job. Additionally, it also establishes who the responsibility/approval lies with when complete, who are the specialists to refer to in the job, and who is informed on the progress of the task. The easy-to-read graphical nature of the matrix makes the tool most appropriate to use by employees and by the client's hands if desired. The majority of the responsibility lies in signing off the tasks as complete and building the plan. Engineers, technicians, etc., are held responsible for the implementation of the tasks and are also to seek to be experts.

Legend: (See Figure 1.5.1.A)
∑= Responsible: The employees responsible for the execution of this deliverable
π = Accountable/Approval: The employees who are accountable for the deliverable & signing off that it’s finished
Ω= Consulted/Supported: The employees who are to be consulted as experts if needed
∆= Informed/Notified: The employees who will be updated on the deliverable progress

	Vaishnavi Shivamogga Murali	Gaurav Raghunand	Pankti Shukla	Tharun Goud Dasugari
Deliverable 1	Δ ∑	Δ π	Δ ∑	Δ Ω
Deliverable 2	Δ Ω	Δ ∑	Δ π	Δ ∑
Deliverable 3	Δπ	∑ Δ Ω	Δ ∑	Δ Ω
Deliverable 4	Δ ∑ π	Δ Ω π	Δ π	Δ ∑ π
Deliverable 5	Δ ∑	Δ ∑	Δ ∑ Ω	Δ π
Deliverable 6	Δ ∑	Δ ∑	Δ π	Δ Ω
Deliverable 7	Δ π	Δ	Δ ∑ Ω	Δ ∑

Figure 1.5.1.A - Responsibility Assignment Matrix (See Legend on Pg.16)

2. PROJECT RISK ASSESSMENT

2.1 Risk Analysis

2.1 Risk Analysis 2.1.1 Identifying likely risk factors (These risks correlate to Figure 2.2.1.A below. For example, 2.1.1.a is “A” on the Qualitative Risk Assessment matrix found on Figure X.Y.Z.A)

2.1.1.a Delays in Acquiring Sponsorship

The conference relies significantly on corporate support of its $10,000+ budget. If sponsors delay or cancel commitments due to economic downturns (e.g., corporate budget cuts), the project could end in a deficit. Last-minute budget cuts or sacrificing the quality of workshop offers, meals, or keynote speaker invitations could be the result.

2.1.1.b Conflicts while Scheduling Venues

Numerous events are hosted on ASU’s Tempe campus during the year. If the preferred conference facility (i.e., ballrooms or lecture halls) is booked for other events on February 20–22, 2021, the team may need to compromise on space, split sessions into less-preferred locations, or alter dates. This would conflict with attendee experience and logistics.

2.1.1.c Less Registration of Attendees

The conference aims to have 250-300 participants across six states. If promotion through social media, mailings, and local SWE sections do not result in registrations, the conference stands the risk of dropping below expected attendance. Low attendance would cut into revenue obtained from registration fees and diminish sponsor satisfaction, potentially deterring future collaboration.

2.1.1.d Coordination Breakdown in Logistical Matters

The organization of simultaneous workshops, keynote presentations, and network events requires precise timing of A/V equipment, catering, and volunteer schedules. Sessions could delay, coincide with one another, or lack the necessary resources (i.e., projectors, microphones) if the logistics team gets the estimation of the setup times or the room schedules wrong.

2.1.1.e Non-Compliance with SWE National Requirements

SWE requires certain levels of inclusivity, session style, and reporting of regional conferences. If the planning team breaches a requirement (such as the failure to provide progress reports by May 5, 2020), SWE reserves the right to withdraw official conference status, endangering funding and the trust of the attendees.

2.1.1.f Volunteer Availability Gaps

The conference relies on ASU student volunteers and SWE members to supply registrations, room monitoring, and assistance to the attendees. When school deadlines or conflicting schedules prompt the volunteers to pull out, crucial roles will not be staffed, resulting in the disorganization of the check-ins or unmonitored sessions.

2.1.1.g Bad weather or disruptions in travel

The weather is typically mild in Arizona in February, but inclement weather (e.g., rainstorms) or travel problems (e.g., flight delays) might keep attendees or speakers from arriving as scheduled. This would result in a decrease in session attendance or necessitate last-minute program adjustments.

2.1.1.h Last-Minute Speaker Cancellations

Prominent keynote speakers or panelists can cancel because of a conflict or emergency. If there are no standby speakers, the team would have to reshuffle the schedule at the last minute, disappointing attendees and damaging the professional reputation of the conference.

2.2 Qualitative Risk Assessment

2.2.1 Qualitative Risk Matrix

Qualitative risk assessment is the act of assigning risk levels of a specific risk factor versus the overall impact of said consequence. This allows us to grasp a better understanding of which risks factors need to be weighted more heavily than others. See Figure 2.2.1.A for a Qualitative Risk matrix for our project.

		Consequences		
		Low	***Medium***	***High***
Likelihood	***High***	C	*D*	*E*
	Medium	*B, F*	*A*	
	Low	*G*		*H*

Figure 2.2.A - Qualitative Risk Matrix to explore the risks outlined in ***sections 2.1.1.a - 2.1.1.h***

2.3 Assessment of Probability and Consequence (Quantitative)

2.3.1 Project Risk Score

Quantitative risk can be measured by finding a risk score. A risk score is a formulaic value found by measuring several factors found below. (See sections 2.1.1.a - 2.1.1.h for a reference to what each project risk is. For example, section 2.1.1.a is the risk associated with Item “A” on the risk score spreadsheet). For our 2025 Regional Professional Society Conference, each identified risk has:

2.3.1.a Probability of Failure (Pf)

A Probability of Failure (Pf) based on three sub-factors: Maturity (Pm), Complexity (Pc), Dependency (Pd). We assign each of the three sub-factors a score between 0.0 (very low) and 1.0 (very high). The average of these three sub-factors yields the overall Pf for each risk. Probability of Failure is calculated using the formula $Pf=(Pm+Pc+Pd)/3$

2.3.1.b Consequence of Failure (Cf)

A Consequence of Failure (Cf) based on four sub-factors: Cost Impact (Cc), Schedule Reliability (Cs), Performance/Operational Impact (Cp), Brand/Reputation Impact (Cb). We assign each of the four sub-factors a score between 0.0 (minimal impact) and 1.0 (severe impact). The average of these four sub-factors yields the overall Cf for each risk. Consequence of Failure is calculated using the formula $Cf=(Cc+Cs+Cp+Cb)/4$

2.3.1.c Overall Risk Factor (Rf)

Using Pf and Cf, we calculate $Rf = Pf + Cf – (Pf \times Cf)$. Any $Rf < 0.30$ is Low risk, 0.30–0.70 is Moderate, $Rf > 0.70$ is considered high-risk and requires close monitoring or mitigation.

Figure 2.3.1.A – Quantitative Risk Spreadsheet

Risk	Overall Risk Factor (Rf)	Risk Level	Implications
A	0.69	Moderate	Could delay securing vital funds, forcing last-minute changes to the budget or conference features.
B	0.66	Moderate	May have to compromise on venue availability if scheduling conflicts arise; must book well in advance.
C	0.83	High	Insufficient registration undermines finances and perceived success; marketing push or special discounts may be needed to boost attendance.
D	0.64	Moderate	Poor coordination can cause workshop overlaps and resource misallocation; thorough logistic planning is crucial.
E	0.78	High	Falling short of SWE's requirements could endanger official conference status and future support from national/regional SWE.
F	0.26	Low	Volunteer availability issues likely minimal; cross-training can cover most gaps.
G	0.28	Low	Weather in Arizona is generally mild; any disruptions are likely minor or can be mitigated with backup/virtual plans.
H	0.58	Moderate	Cancelled speakers last-minute can force agenda reshuffles; keep stand-by presenters and prepare alternate sessions if necessary.

Figure 2.3.1.B – Quantitative Risk Assessment Mapping. Using the information from Figure 2.3.1.A, we can categorize our risks into their proper category, based level of risk.

2.4 Risk Mitigation Strategies

2.4.1 High Priority Risks and Mitigation Strategies

RISK	TYPE OF MITIGATION	SPECIFIC ACTIONS
Budget Constraints	Minimize	A firm financial control system should be practiced alongside regular meetings with finance advisors to develop money-saving strategies. The project will achieve sponsorship acquisition by establishing long-term partnerships and early sponsorship opportunities through well-defined advantages. The budget allocation for unexpected incidents should be between 10 and 15 percent of total funds.
Logistical Complexity	Control	Create a detailed logistic event calendar and timelines. You should adopt project management software to monitor resource usage such as food distribution and accommodation requirements and volunteer hours. Previous event practices should be run through a pre-event process for coordinating support visit detection.

2.4.2 Moderate Priority Risks and Mitigation Strategies

RISK	TYPE OF MITIGATION	SPECIFIC ACTIONS
Sponsor Engagement	Transfer & Minimize	The ceremony initiation starts six months before by contacting future sponsors. Sponsors require detailed evidence regarding their ROI through the combination of speaking events and audience networking together with branding capabilities in the value proposition. Event crews must provide regular contact with their sponsors for continued business partnership.
Compliance with SWE/National Guidelines	Accept & Control	Review of Guidelines: Consistently compare event preparation to SWE requirements. The organization requires appointing one representative who will act as its main point of contact for SWE representatives. All compliance records must exist in detail for transparency purposes according to the standards.

2.4.3 Low Priority Risks and Mitigation Strategies

RISK	TYPE OF MITIGATION	SPECIFIC ACTIONS
Weather or External Factors	Accept & Minimize	Backup Venues: Safe havens in case of unplanned interruptions. An acquisition of event insurance acts as a preventive measure to protect you in the event of cancellation or postponement occurrences. Emergency communication platforms should exist at the event to deliver essential information to every participant.
Security and Safety Protocols	Minimize	Backup Locations: Shelters in case of unplanned disruptions. The organization needs to purchase event insurance coverage which protects against plan modifications alongside cancellation issues. Organizations require established notification systems for reaching participants about their schedule adaptations in emergency situations.

3.Project Schedule Development

3.1 Activity Duration Estimate

3.1.1 Activity Duration Table Description

The activity duration table serves as a strategic tool for us to develop precise duration estimates for each individual component of our project during planning. The schedule allows us to both estimate the time needed for each task and construct the list of predecessor activities. Project planning will reveal how various activities depend on each other and which ones follow one another without delay. Project efficiency improves by maximizing productivity through reduced period without work. Our project duration can become shorter than predicted by our initial assessments because we successfully managed task simultaneity approaches. The activity durations are shown in Figure 3.1.1.A as presented on the following table.

Activity	Description	Predecessors	Duration
A	Draft Conference Plan	-	25
B	Stakeholder Approvals	A	15
C	Sponsorship & Registration Launch	B	16
D	Program Finalization	A,B	30
E	Logistics Coordination	C,D	26
F	Conference Execution	E	10
G	Post-Event Evaluation	F	5

Figure 3.1.1.A

3.1.2 PERT Probability Estimates

PERT (Program Evaluation and Review Technique) produces time-to-completion estimates for projects by applying diverse conditions. Project scheduling depends on realistic estimates from PERT since the tool needs this data to generate precise schedules. The use of both unreasonable and overly optimistic time estimates results in incorrect scheduling information because it produces inaccurate project duration estimates. The process for PERT estimate calculation on one activity from Figure 3.1.1.A is shown below as Figure 3.1.2.A. The method included a presentation of all used equations which generated this scheduled duration computation.

PERT Equation:
Where:
TE = (O + 4M + P) / 6
O = Optimistic Estimate
M = Most Likely Estimate
P = Pessimistic Estimate

Step-by-Step Calculation for Activity A:

- Optimistic time (O) = 20 days
- Most Likely time (M) = 25 days
- Pessimistic time (P) = 30 days

Substitute the values:
TE= (20+4(25) +30)/6
TE= 30 Days
So, the expected time for Activity A is 25 days.

Figure 3.1.2.A

3.2 Gantt Chart with Critical Path

3.2.1 Gantt Chart Explanation

The complete project planning follows a Gantt Chart design to present the entire schedule overview. Every task along with its required predecessors appears on this graph along with the duration of each activity and essential timings. The visual presentation shows progress clearly while displaying completion dates effectively and it confirms the predicted finish date.

3.2.2 Critical Path Explanation

A chart displays the critical path with representation of tasks that determine the entire project duration. Every precedence node, time related delay setup and calculation of completion time appears in the displayed information.

Figures 3.2.1.C and 3.2.1.D (Network Diagram) below display the chart containing the critical path. The chart outlines the task hierarchy based on their predecessor relationships. It includes all activity dependencies and lags, highlights the critical path in red, and shows the estimated time required to complete the project. We did not include specific key milestones, as none were identified for this project.
Estimated Duration: 124 days
Projected Completion Date: Wednesday 09/17/2025

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	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Add New Colun
1		**SWE Project**	**124 days**	**Sun 3/30/25**	**Wed 9/17/25**			
2		**Draft Conference Plan**	**25 days**	**Sun 3/30/25**	**Thu 5/1/25**		**Gaurav Raghunand[25%**	
3		Research ASU venues	10 days	Sun 3/30/25	Thu 4/10/25			
4		Draft preliminary	8 days	Fri 4/11/25	Tue 4/22/25	3		
5		Outline tiered sponsorship packages	7 days	Wed 4/23/25	Thu 5/1/25	4		
6		**Stakeholder Approvals**	**15 days**	**Fri 5/2/25**	**Thu 5/22/25**		**Gaurav Raghunand**	
7		Present plan to National SWE and ASU	5 days	Fri 5/2/25	Thu 5/8/25	5		
8		Adjust plan based on	5 days	Fri 5/9/25	Thu 5/15/25	7		
9		Finalize compliance	5 days	Fri 5/16/25	Thu 5/22/25	8		
10		**Sponsorship & Registration Launch**	**16 days**	**Fri 5/23/25**	**Fri 6/13/25**		**Tharun Goud, Vaishnavi Shivamogga**	
11		Finalize sponsor	10 days	Fri 5/23/25	Thu 6/5/25	9		
12		Build registration system with	4 days	Fri 6/6/25	Wed 6/11/25	11		
13		Launch targeted social media	2 days	Thu 6/12/25	Fri 6/13/25	12		
14		**Program Finalization**	**30 days**	**Sat 6/14/25**	**Thu 7/24/25**		**Gaurav Raghunand**	
15		Confirm keynote	12 days	Mon 6/16/25	Tue 7/1/25	13		
16		Design student workshops	10 days	Wed 7/2/25	Tue 7/15/25	15		
17		Submit program to	7 days	Wed 7/16/25	Thu 7/24/25	16		

Figure 3.2.1.A - Gantt Chart Schedule

		Design student workshops	10 days	Wed 7/2/25	Tue 7/15/25	15		
		Submit program to National SWE	7 days	Wed 7/16/25	Thu 7/24/25	16		
		Logistics Coordination	**26 days**	**Fri 7/25/25**	**Fri 8/29/25**		**Pankti Shukla**	
		Assign rooms and A/V setups	10 days	Fri 7/25/25	Thu 8/7/25	17		
		Negotiate catering	10 days	Fri 8/8/25	Thu 8/21/25	19		
		Train volunteers via	6 days	Fri 8/22/25	Fri 8/29/25	20		
		Conference Execution	**10 days**	**Sat 8/30/25**	**Thu 9/11/25**		**Tharun Goud**	
		Conduct pre-conference tech rehearsals	6 days	Sat 8/30/25	Fri 9/5/25	21		
		Manage on-site registration and	3 days	Sat 9/6/25	Tue 9/9/25	23		
		Host post-conferenc networking	1 day	Wed 9/10/25	Wed 9/10/25	24		
		Post-Event Evaluation	**5 days**	**Thu 9/11/25**	**Wed 9/17/25**		**Vaishnavi Shivamogga**	
		Distribute attendee	2 days	Thu 9/11/25	Fri 9/12/25	25		
		Reconcile final budget vs.	2 days	Mon 9/15/25	Tue 9/16/25	27		
		Draft a "Lessons Learned" video	1 day	Wed 9/17/25	Wed 9/17/25	28		

Figure 3.2.1.B - Gantt Chart Schedule Continuation

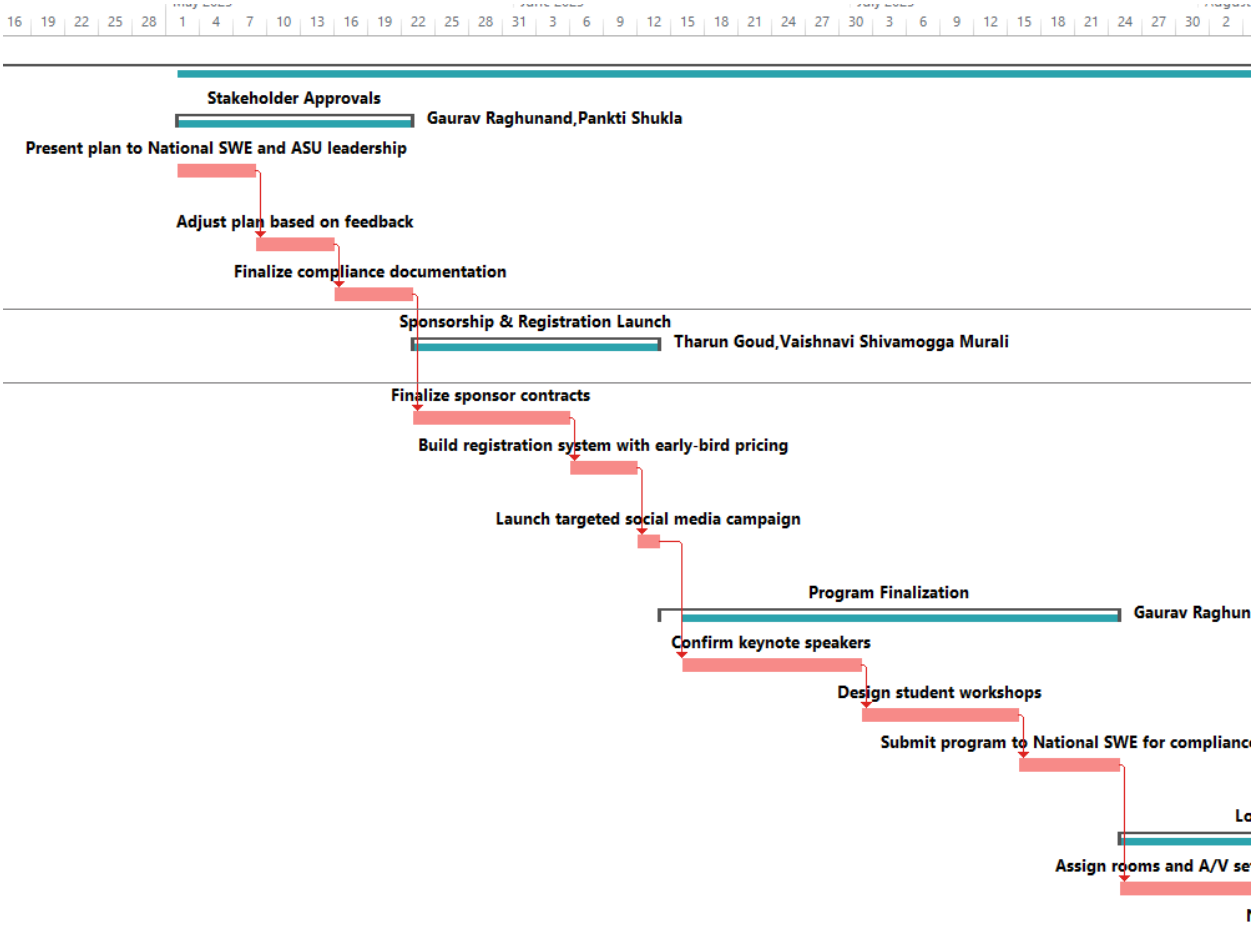

Figure 3.2.1.C - Gantt Chart graph. Shows Critical path is red and has each sub-rask named for easy identification

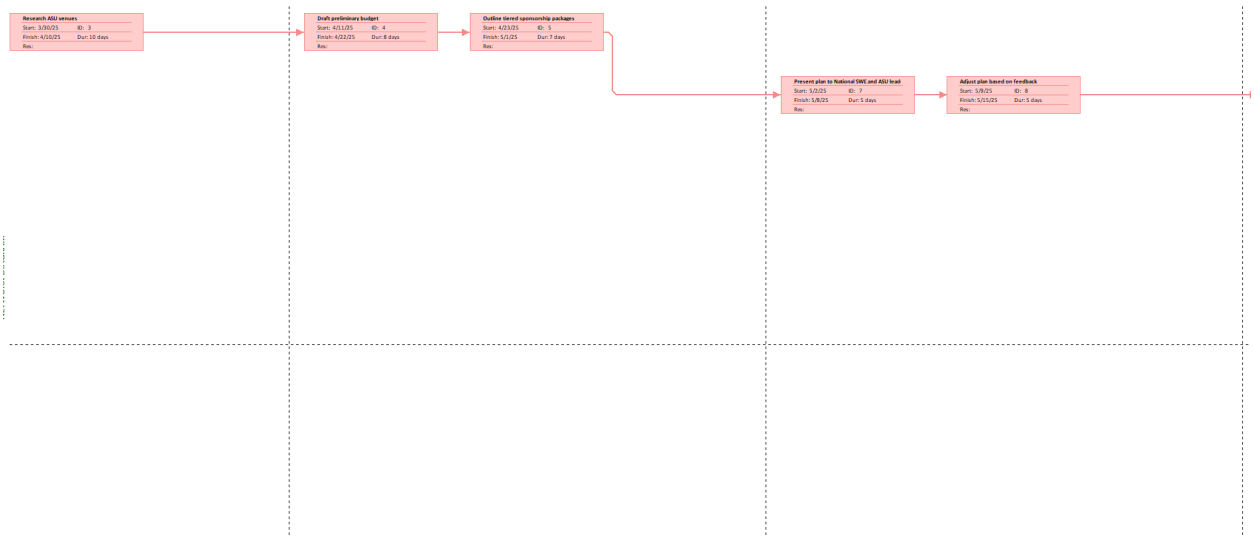

Figure 3.2.1.D – Network Diagram

3.3 Resource Allocation

Correct resource distribution assures the organized completion of our Conference Planning Project. Managing the Conference Planning process became efficient through the features which Microsoft Project provided. The allocation of all project resources ended in success through avoiding over-allocation and documentation was provided at each step of resource assignment. Resource names are now clearly visible on tasks throughout the Gantt Chart system. The detailed overview of the whole process appears in steps 3.3.1.A through 3.3.1.E

3.3.1.a Allocating Resources

Our project resources got entered first into Microsoft Project through its Resource Sheet. Our team resources consist of essential project staff members who serve as Project Manager, Event Coordinator, Sponsorship Lead and Technical Support. The resources were stored for later assignment after the saving process completed. The reference layout appears in Figure 3.3.1.A (See Figure).

3.3.1.b Assigning Resources to Tasks

The following operation included resource assignment to particular tasks. The team needed to establish who owned responsibility for activities defined in the schedule. Microsoft Project enables resource assignment through selection of a task followed by clicking "Assign Resources" in which users can choose one or multiple appropriate team members from the

available list. Each task received a resource selection that best executed its work requirements. This process can be followed step by step through Figure 3.3.1.B.

3.3.1.c Displaying Resource Names in Gantt Chart

Following the project requirements, we activated the feature which displays resource names right on the Gantt bars. Users accessed resource name display options through right-clicking on the taskbar followed by a selection of "Format Bar" after which they could choose "Resource Names" from the available display options. Task and personnel assignment visibility runs across entire timeline due to this visual improvement. Users can view the updated Gantt Chart across several figures starting from 3.3.1.C

3.3.1.d Reviewing the Resource Allocation View

We conducted workload distribution analysis for the project timeframe by using the Resource Usage View. Through this step we can detect resource workload imbalances or identify double booking of resources. The examination revealed that most team assignments had suitable distribution among members. The complete hour-by-hour breakdown appears in Figure 3.3.1.D

3.3.1.e Resolving Resource Over-Allocation

A minor schedule conflict was discovered when performing the review which showed one resource assigned to perform two concurrent tasks. By applying the resource leveling function from Microsoft Project, the conflict system automatically moved one task to later dates thus preventing resource double-booking. The conflict appeared in Figure 3.3.1.E while the final corrected schedule remained visible in Figure 3.3.1.F

		Task Mode	Task Name	Work	Duration	Start	Finish
1			**SWE Project**	**1,880 hrs**	**124 days**	**Sun 3/30/25**	**Wed 9/17/25**
2			**Draft Conference Plan**	**392 hrs**	**24 days**	**Mon 3/31/25**	**Thu 5/1/25**
			Gaurav Raghunand	*192 hrs*		*Mon 3/31/25*	*Thu 5/1/25*
3			Research ASU venues	80 hrs	10 days	Mon 3/31/25	Fri 4/11/25
			Pankti Shukla	*80 hrs*		*Mon 3/31/25*	*Fri 4/11/25*
4			Draft preliminary budget	64 hrs	8 days	Fri 4/11/25	Tue 4/22/25
			Tharun Goud	*64 hrs*		*Fri 4/11/25*	*Tue 4/22/25*
5			Outline tiered sponsorship packages	56 hrs	7 days	Wed 4/23/25	Thu 5/1/25
			Vaishnavi Shivamogga Murali	*56 hrs*		*Wed 4/23/25*	*Thu 5/1/25*
6			**Stakeholder Approvals**	**360 hrs**	**15 days**	**Fri 5/2/25**	**Thu 5/22/25**
			Gaurav Raghunand	*120 hrs*		*Fri 5/2/25*	*Thu 5/22/25*
			Pankti Shukla	*120 hrs*		*Fri 5/2/25*	*Thu 5/22/25*
7			Present plan to National SWE and ASU leadership	40 hrs	5 days	Fri 5/2/25	Thu 5/8/25
			Gaurav Raghunand	*40 hrs*		*Fri 5/2/25*	*Thu 5/8/25*
8			Adjust plan based on feedback	40 hrs	5 days	Fri 5/9/25	Thu 5/15/25
			Tharun Goud	*40 hrs*		*Fri 5/9/25*	*Thu 5/15/25*
9			Finalize compliance documentation	40 hrs	5 days	Fri 5/16/25	Thu 5/22/25
			Vaishnavi Shivamogga Murali	*40 hrs*		*Fri 5/16/25*	*Thu 5/22/25*
10			**Sponsorship & Registration Launch**	**256 hrs**	**16 days**	**Fri 5/23/25**	**Fri 6/13/25**
			Pankti Shukla	*128 hrs*		*Fri 5/23/25*	*Fri 6/13/25*
11			Finalize sponsor contracts	80 hrs	10 days	Fri 5/23/25	Thu 6/5/25
			Gaurav Raghunand	*80 hrs*		*Fri 5/23/25*	*Thu 6/5/25*
12			Build registration system with early-bird pricing	32 hrs	4 days	Fri 6/6/25	Wed 6/11/25
			Tharun Goud	*32 hrs*		*Fri 6/6/25*	*Wed 6/11/25*
13			Launch targeted social media campaign	16 hrs	2 days	Thu 6/12/25	Fri 6/13/25
			Vaishnavi	*16 hrs*		*Thu 6/12/25*	*Fri 6/13/25*

Figure 3.3.1.A - Resource entries. These will be allocated to tasks

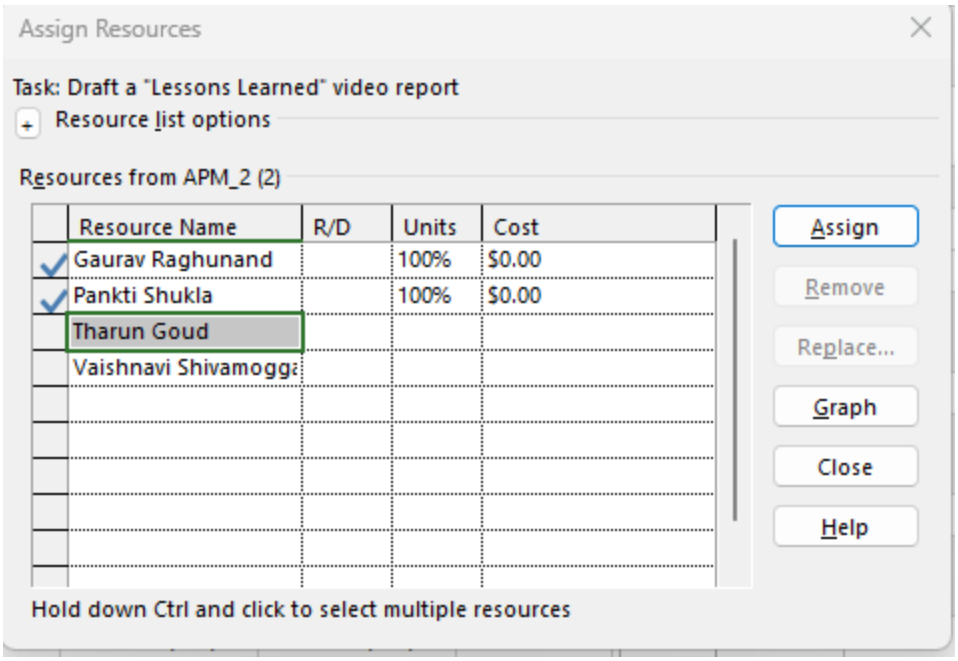

Figure 3.3.1.B - Assigning Resources to specific tasks

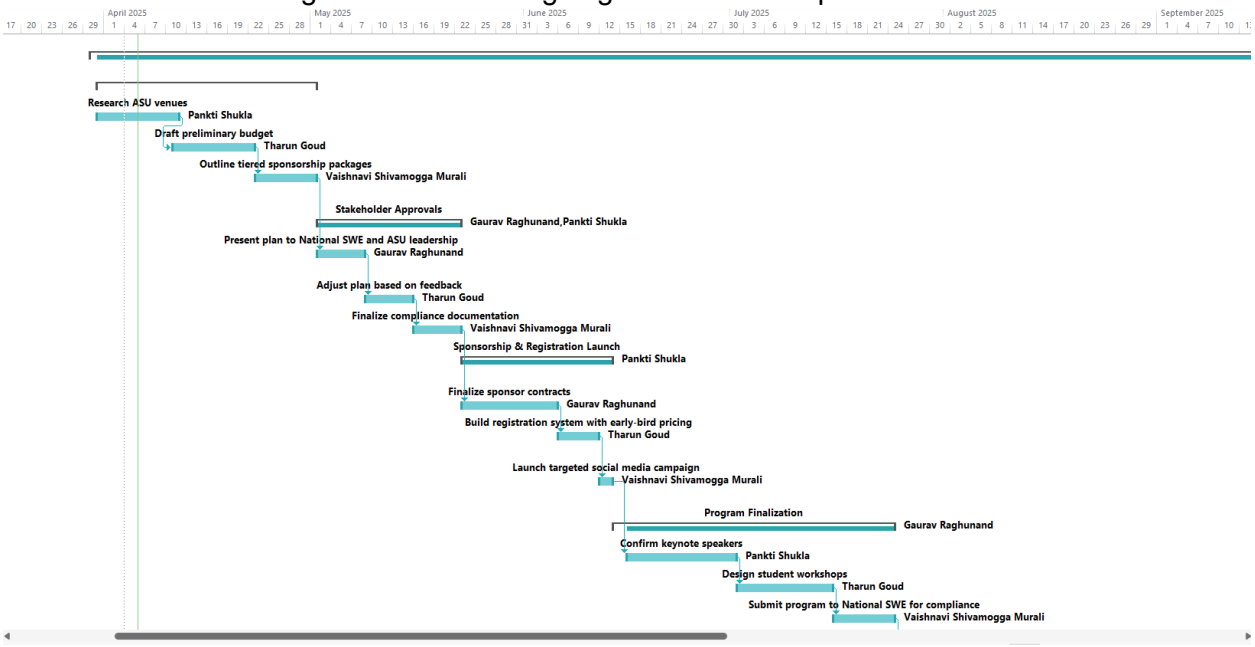

Figure 3.3.1.C - Our Gantt with named Resources

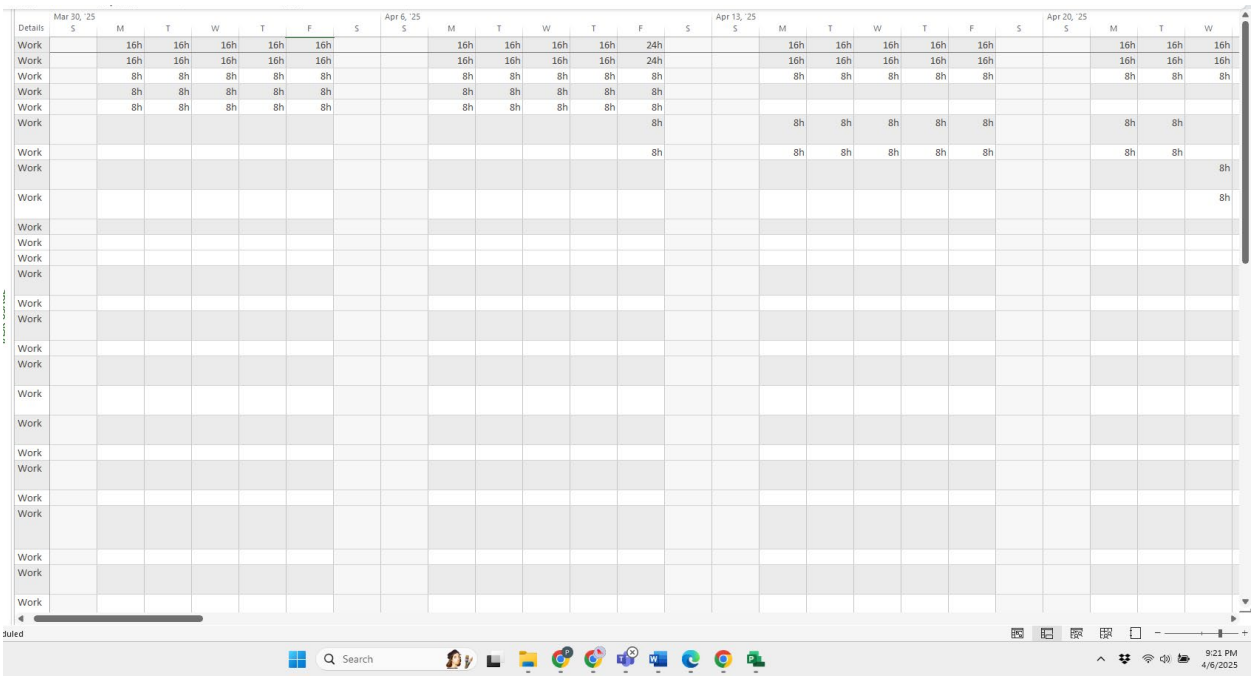

Figure 3.3.1.D - Resource hour allocation

Insert | Properties | Level

GANTT CHART

	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Add New Column
1		**SWE Project**	**124 days**	**Sun 3/30/25**	**Wed 9/17/25**			
2		**Draft Conference Plan**	**24 days**	**Mon 3/31/25**	**Thu 5/1/25**		**Gaurav Raghunand**	
3		Research ASU venues	10 days	Mon 3/31/25	Fri 4/11/25		Pankti Shukla	
4		Draft preliminary	8 days	Fri 4/11/25	Tue 4/22/25	3	Tharun Goud	
5		Outline tiered sponsorship packages	7 days	Wed 4/23/25	Thu 5/1/25	4	Vaishnavi Shivamogga Murali	
6		**Stakeholder Approvals**	**15 days**	**Fri 5/2/25**	**Thu 5/22/25**		**Gaurav Raghunand**	
7		Present plan to National SWE and ASU	5 days	Fri 5/2/25	Thu 5/8/25	5	Gaurav Raghunand	
8		Adjust plan based on	5 days	Fri 5/9/25	Thu 5/15/25	7	Tharun Goud	
9		Finalize compliance	5 days	Fri 5/16/25	Thu 5/22/25	8	Vaishnavi Shivamogga	
10		**Sponsorship & Registration Launch**	**16 days**	**Fri 5/23/25**	**Fri 6/13/25**		**Pankti Shukla**	
11		Finalize sponsor	10 days	Fri 5/23/25	Thu 6/5/25	9	Gaurav Raghunand	
12		Build registration system with	4 days	Fri 6/6/25	Wed 6/11/25	11	Tharun Goud	
13		Launch targeted social media	2 days	Thu 6/12/25	Fri 6/13/25	12	Vaishnavi Shivamogga Murali	
14		**Program Finalization**	**30 days**	**Sat 6/14/25**	**Thu 7/24/25**		**Gaurav Raghunand**	
15		Confirm keynote	12 days	Mon 6/16/25	Tue 7/1/25	13	Pankti Shukla	
16		Design student workshops	10 days	Wed 7/2/25	Tue 7/15/25	15	Tharun Goud	
17		Submit program to	7 days	Wed 7/16/25	Thu 7/24/25	16	Vaishnavi Shivamogga	

Figure 3.3.1.E - Showcasing our resource over-allocation

Inspector

Present plan to National SWE and ASU leadership

Automatically calculate dates based on links, constraints, and other factors.

Remove constraint from task

Info

Factors affecting the task's start date:

Manually Scheduled

Constraint:

	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Add New Column
1		**SWE Project**	**124 days**	**Sun 3/30/25**	**Wed 9/17/25**			
2		**Draft Conference Plan**	**24 days**	**Mon 3/31/25**	**Thu 5/1/25**		**Gaurav Raghunand**	
3		Research ASU venues	10 days	Mon 3/31/25	Fri 4/11/25		Pankti Shukla	
4		Draft preliminary	8 days	Fri 4/11/25	Tue 4/22/25	3	Tharun Goud	
5		Outline tiered sponsorship packages	7 days	Wed 4/23/25	Thu 5/1/25	4	Vaishnavi Shivamogga Murali	
6		**Stakeholder Approvals**	**15 days**	**Fri 5/2/25**	**Thu 5/22/25**		**Gaurav Raghunand**	
7		Present plan to National SWE and ASU	5 days	Fri 5/2/25	Thu 5/8/25	5	Tharun Goud	

Figure 3.3.1.F - Showcasing our fix to the resource overallocation (Overallocated resource was changed to the available resource)

4. Project Budget

4.1 Project Resources

A well-focused internal team must work together for successful completion of the conference project. The core project personnel consists of four essential members: Gaurav Raghunand and Pankti Darshan Shukla and Tharun Goud as well as Vaishnavi Shivamogga Murali.The team members receive their assignments through their designated roles within the project so each person performs logistics coordination along with financial planning while engaging stakeholders and executing marketing strategies. The estimated work duration of March to September 2025 served as the basis for determining the total worker-hour input from the MS Project schedule. The team used national salary averages to define a full-cost labor rate by adding 50% institutional cost overhead to salary levels specifically for administrative support and facilities maintenance and employee benefits coverage. The annual salary division by 2080 standard working hours generated hourly rates for cost calculations. Individual personnel costs were obtained through multiplication of the fully loaded rate by total assigned hours per person. Another $99,993 in personnel expenses represents a well-balanced evaluation of labor costs between planning and execution and concluding phases of the conference.

Name	Title	Resource Type	Salary w/ Benefits	Hourly Rate	Loaded Rate (50% O/H)	Total Hours	Total Cost ($)
Gaurav Raghunand	Logistics Coordinator	Internal Staff	$80,000/year	$38.46	$57.69	544 hrs	$31,378
Pankti Darshan Shukla	Project Lead	Internal Staff	$85,000/year	$40.87	$61.31	584 hrs	$35,816
Tharun Goud	Financial Coordinator	Internal Staff	$75,000/year	$36.06	$54.09	360 hrs	$19,472
Vaishnavi Shivamogga Murali	Marketing & Compliance Lead	Internal Staff	$70,000/year	$33.65	$50.48	264 hrs	$13,327

Figure 4.1.A - Project Resource table to showcase resource distribution

4.2 Other Costs

Various non-personnel expenses are necessary to deliver success and professionalism in the event project. ASU venue rentals, audiovisual systems, catering services, and program and name badge printing form the non-personnel project expenses. Registration systems, social media promotion tools, and associated technology costs appear in the budget to enhance attendee engagement and communication. This budget includes scheduled payments to speakers and gifts for external program contributors and a contingency reserve of 5% for unexpected costs. The estimation relied on present market pricing and past data from equivalent occasions. The proposed $26,275 non-personnel budget allocation and earlier-documented personnel-related expenses create a total expense of $126,268. The project's operational technical and experience-related aspects receive complete financial support according to this detailed budget plan.

Item	**Description**	**Estimated Cost ($)**
Venue Rental (ASU)	ASU halls, auditoriums, tech support	$6,500
Equipment & A/V Rentals	Projectors, mics, speakers, cables	$3,000
Catering	Food for attendees (150 x $25/pp/day x 2 days)	$7,500
Printing & Supplies	Flyers, signage, badges, programs	$1,200
Software & Tools	Registration tools, design software, email automation	$1,800
Social Media Ads	Targeted outreach campaigns	$1,500
Speaker Honorariums & Gifts	For keynote and workshop speakers	$2,500
Insurance & Safety Permits	Required liability insurance & university permit fees	$1,000
Contingency (5%)	Buffer for any unanticipated expenses	$1,275

Figure 4.2.1.A - Additional Costs for our project

4.3 Cost Estimates

The expense prediction encompasses the full financial overview of the Regional SWE Conference project. The forecasted costs include wages for personnel work (details provided in Section 4.1), non-personnel expenses (addressed in Section 4.2) as well as a contingency reserve to handle unexpected expenses from unexpected changes in speaker fees or equipment breakdowns and urgent logistical changes. The expense forecast derives its numbers from market price data and university deals along with parallel events which have taken place before.

A 50% institutional overhead was used to determine fully loaded labor costs from national salary averages of the internal project team. The cost projections for non-personnel expenditures depended on anticipated participant numbers together with conference technology specifications and promotional campaign requirements. The overall execution of the event requires a 5% contingency budget to protect against potential financial risks and budget overruns.

Cost Category	**Total Amount ($)**
Labor (Personnel)	99,993
Non-Personnel Costs	26,275
Subtotal	**126,268**
Contingency (5%)	6,313
Total Estimated Cost	**132,581**

Figure 4.3 - Cost Estimate Table

4.4 Time Based Budget

A time-based budget shows when each dollar is expected to be spent, transforming the static cost estimate in 4.3 into a dynamic cash-flow plan that aligns with the project schedule in 3.2. Planning expenditures this way allows the team to monitor burn rate, forecast cash needs, and trigger sponsor invoicing far enough in advance to keep the conference solvent.

4.4.1 Key Assumptions

- **Timeline.** Budget is phased March – September 2025, matching the 124-day schedule (Finish = 17 Sep 2025).
- **Personnel costs (4.1).** 99,993 USD are distributed in proportion to the planned effort per month (derived from the activity durations in §3.1): Mar 15 %, Apr 20 %, May 20 %, Jun 18 %, Jul 15 %, Aug 10 %, Sep 2 %.
- **Non-personnel costs (4.2).** Items are assigned to the month they are typically paid (e.g., venue deposit early; catering at execution). Contingency (1 ,275 USD) is shown in the month it will **most likely** be used (Jul/Aug, 50 / 50 split). The 5 % management reserve in §4.3 is **not** allocated here; it remains unfunded and will be drawn only if required.
- All figures are in **2025 USD** and exclude in-kind university support (classrooms, Wi-Fi, etc.). Cents are shown for accuracy but should be rounded to the nearest dollar in the final MS-Project cash-flow report.

4.4.2 Planned Expenditure by Month

Month 2025	Personnel ($)	Non-Personnel ($)	Monthly Total ($)	Cumulative ($)
March	14,998.95	1,950.00	16,948.95	16,948.95
April	19,998.60	1,900.00	21,898.60	38,847.55
May	19,998.60	1,650.00	21,648.60	60,496.15
June	17,998.74	750	18,748.74	79,244.89
July	14,998.95	8,667.50	23,666.45	102,911.34
August	9,999.30	11,357.50	21,356.80	124,268.14
September	1,999.86	0	1,999.86	126,268.00

Figure 4.4-A. Time-phased baseline (management reserve not included)

4.4.3 Interpretation

- **Front-loaded labour.** Nearly 40 % of spending occurs by the end of April because intensive planning and sponsor outreach peak early.
- **Cost spike in Jul–Aug.** Two-thirds of non-personnel expenses (A/V, printing, catering, speaker fees) hit just before or during the conference; ensure sponsor invoices are collected by 30 Jun 2025 to cover the cash surge.
- **Completion burns-down.** After the conference, the only planned cost is 2 % of total labour for close-out reporting; no additional operating expenses are expected in September.
- **Management reserve.** The 6 ,313 USD reserve shown in §4.3 is held by the Project Manager and released only via change-control. If it is drawn, update this table and the S-curve accordingly.

4.4.4 Planned Cash-Flow S-Curve

Although not reproduced graphically here, the cumulative column above forms an S-curve typical of event projects: slow initial rise (planning), steep mid-project climb (execution), and tapering tail (close-out). Import the monthly totals into MS Project or Excel to generate the visual curve and set **Earned Value (EV)** and **Actual Cost (AC)** fields so cost variance (CV) and schedule variance (SV) can be tracked in real time.

Action Item

- **Update MS Project.** Enter the monthly baseline values into the Cost table so the software produces weekly EV reports.
- **Finance calendar.** Share this phasing with ASU’s finance office to align purchase-order release dates and ensure working capital is available before Jul

5.Communication Management

5.1 Communication Management Chart

Our communication management strategy is designed to maintain all internal project stakeholders and external stakeholders of the SWE Regional Conference up to date with the latest information through open, ongoing communication. It stipulates each communication channel's frequency, mode, and responsibility to ensure efficient dissemination of information throughout the project timeline. We maintain regular sync-ups, sponsor updates, and milestone reviews to ensure that everyone stays up to speed with each other. Internally, we use Microsoft Teams to collaborate, Google Docs to document collaboratively, and email updates to contact officially.

Figure 5.1.1.A below illustrates our communication breakdown as well as responsibilities.

Communication Type	Frequency	Platform	Sender	Recipient	Purpose
Check-in Meetings with team	Weekly (Saturday)	With Microsoft Teams	Project Leader	With the Internal Team	To track the progress and resolve any blockers
Sponsor Updates	Every month	Through Emails	Sponsorship Leads	External Partners / Sponsors	Summary of the budget alignment and milestones
Review of Stakeholders	Twice Monthly	Presentation or PDF format	Project Leader + Event Leader	SWE Regional & Local Board	Timelines , approvals, updates of the risk
Urgent Notifications	As required	Message / Call on Phone	Leads	Complete Team	Vital issues, important decisions

Figure 5.1.1.A - Communication Management Chart for Regional Professional Society Conference Technical Upgrades

6. Tracking and Status Updates

6.1 Tracking Method

The progress of the conference project is monitored by the Microsoft Project milestone-based timeline. The milestones are associated with the Gantt Chart (See Figure 3.2.1.A–C) and have accountable members for every activity (see Section 3.3). The progress is discussed in weekly meetings and then adjusted accordingly based on the same. This guarantees that every important step is achieved at the right time for the event to be conducted in February 2025.

Milestones	Target Completion	Assigned Team Member(s)
Finalization of Venue Booking	04/01/2025	Logistics Coordinator
Securing Sponsorship Commitments	05/01/2025	Sponsorship Leader
Launching of Marketing Campaign	06/01/2025	Marketing Leader
Printing Confirmation and Catering	07/01/2025	Logistics Coordinator
Execution of Conference	02/20/2025	Complete Team

Figure 6.1.A - SWE Regional Conference Project Milestones

6.2 Notification Record

6.2.1 Maintaining Project Status Logs

The Microsoft Project file is kept up to date using real-time status tracking and change histories maintained by the Project Lead. Reschedules, delays, or scope changes are tracked and communicated in weekly syncs.

6.2.2 Stakeholder Communication and Sign-offs

Major developments are ratified by the project lead and reported to SWE Regional Council through the monthly status report. Sponsor activity status and logistics are reported by the corresponding leads to ensure mutual visibility.

6.3 Control Systems

- Configuration Control: is gained via strict Gantt chart versioning using MS Project.
- Quality Control: Review of deliverables internally at each milestone and vendor procurements.

- Document Control: Centrally stored in Google Drive, with editing access based on our respective roles.
- Communication Control: Through Microsoft Teams as well as Google Meet and its recordings.
- Specification Control: Assigning the ownership of each activity based on Section 3.3 Resource allocation.

7. Project Close-Out

7.1 Close Cost Accounts

We will reconcile costs after the conference based on actuals versus estimate. Vendors' payments and vendor work hours will be checked and verifieds using Microsoft's tracking as well as its receipts. If you were to look at Figure 4.3 – Cost Estimate Table for our financial plan it would explain it further. Actual financial reconciliation will be entered into the books by the Financial Coordinator.

7.2 Lessons Learned

Several lessons emerged during the SWE conference planning experience:

- Anticipated Problems: Budget constraints necessitated the delicate balance between sponsor acquisition costs and attendee registration fees. A conflict that arose involved the overspending of resources (Figure 3.3.1.E), which was solved through leveling within MS Project (Figure 3.3.1.F).

- Mitigation Strategies: Scheduling problems were caught early due to weekly status meetings and ownership of tasks. Microsoft Project capabilities enabled us to flag and fix timeline discrepancies early on.

- Achievements: All of the primary deliverables (logistics,venue, sponsors and marketing) met the target milestones. Our use of visual aids such as Gantt charts and tracking of resources played a pivotal part in managing the team and adhering to timelines. Future Suggestions: Automatic tracking of marketing campaign KPIs earlier. Further, assuming you've created a shared budget dashboard to monitor spend in real-time, this can make it easier to manage budget. Lastly, templated stakeholder updates would also improve response time to updates.

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