



ESKİŞEHİR TEKNİK ÜNİVERSİTESİ
ESKİŞEHİR TECHNICAL UNIVERSITY

ENM 448
PROJECT PLANNING AND
MANAGEMENT

FILM GALA PLANNING

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INTRODUCTION



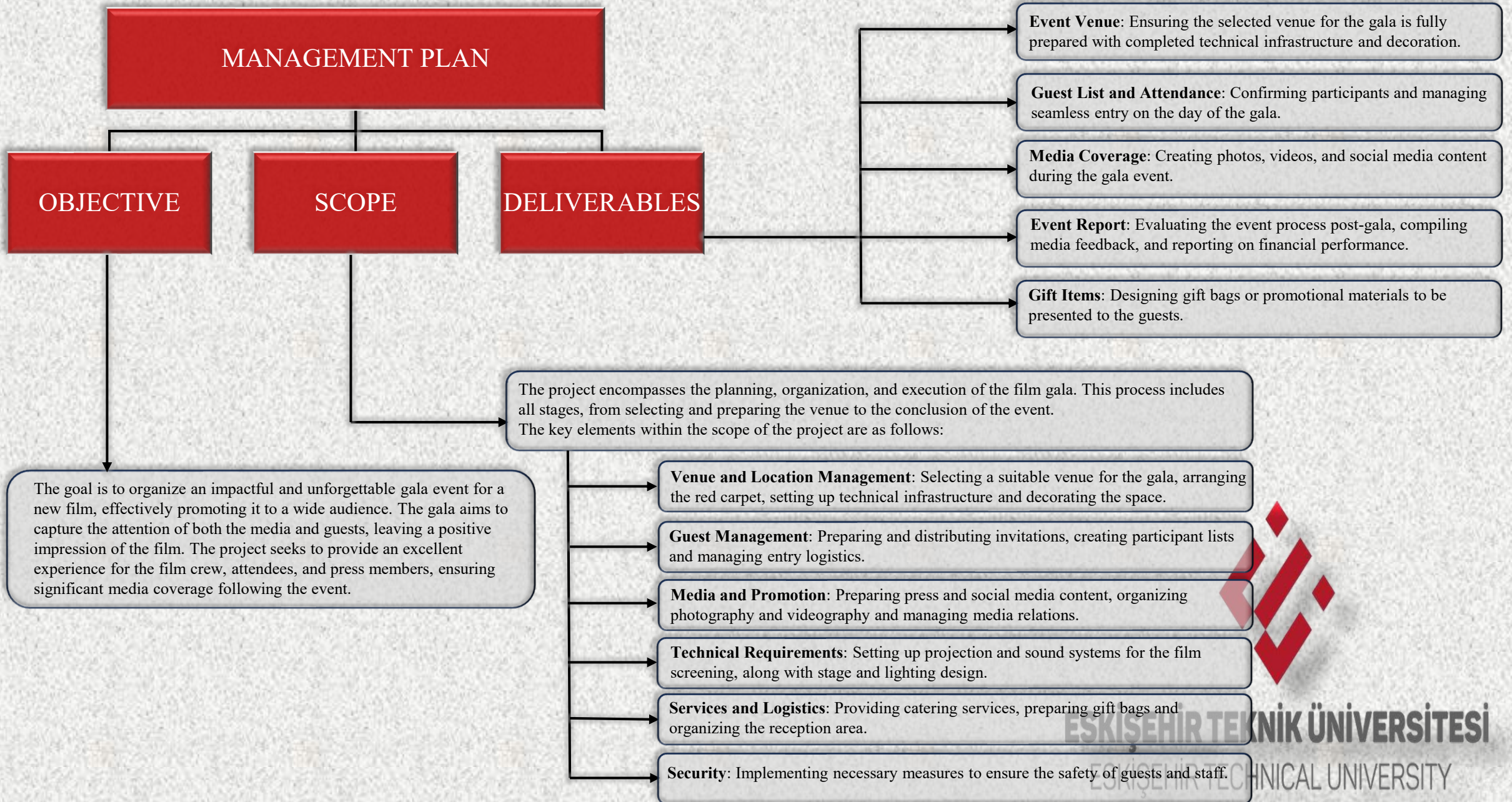
A film gala is a special event where a new film project is showcased to a broad audience for the first time. These events are designed not only to introduce the film but also to leave a lasting impression on the media and attendees. Galas are typically attended by the film crew, press members, industry professionals and special guests.

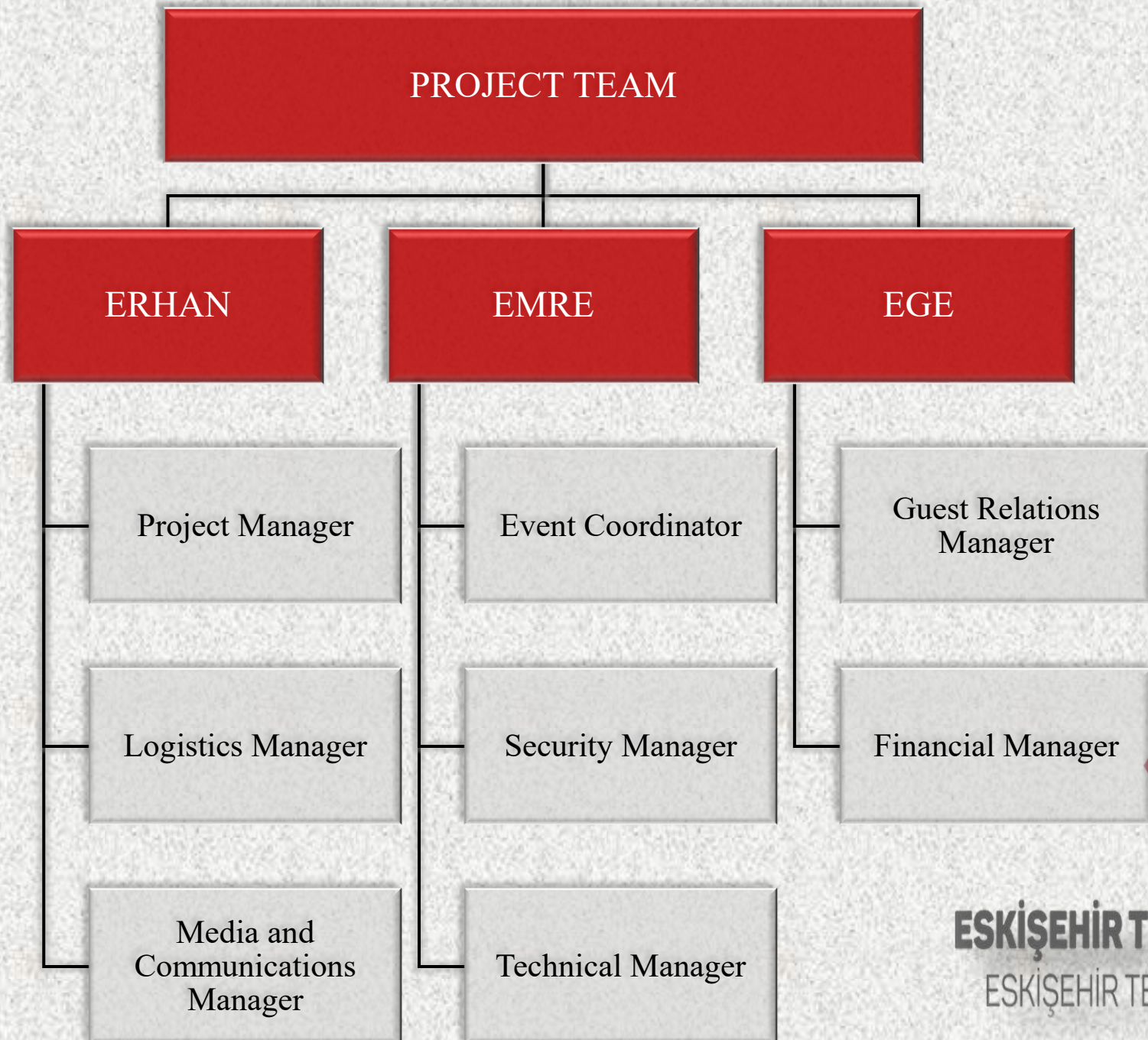


Film gala projects go beyond merely organizing an event; they are also a key component of branding, public relations, and marketing strategies. In this context, hosting a successful film gala requires comprehensive planning and effective organization. Every aspect of the event, from technical infrastructure to guest management, media relations to logistical details, must be handled with precision.



This project aims to define and execute the necessary steps for delivering a successful gala event on a specified date. The completion of this project is expected to not only ensure a smooth flow on the gala day but also achieve long-term results in enhancing the film's visibility and reputation.





ROLES AND RESPONSIBILITIES



PROJECT MANAGER

- Defining project objectives and conducting overall planning.
- Managing the project timeline and budget.
- Coordinating with suppliers and relevant teams.
- Conducting risk analysis and ensuring the seamless progress of the project.
- Ensuring all stages proceed as planned and intervening when necessary.



EVENT COORDINATOR

- Selecting the venue and arranging its decoration.
- Planning and executing the red-carpet organization.
- Managing the guest entry and guidance processes.
- Organizing reception and cocktail arrangements.



MEDIA AND COMMUNICATIONS MENAGER

- Preparing press releases and sending media invitations.
- Planning social media content and sharing updates during the event.
- Setting up workspaces for photographers and videographers.
- Communicating with the press and managing crises.



TECHNICAL MANAGER

- Setting up projection devices and sound systems for the film screening.
- Designing and implementing stage and lighting systems.
- Testing technical equipment and providing backup equipment for potential issues.



GUEST RELATIONS MANAGER

- Designing and organizing the distribution of invitations.
- Creating and updating participant lists.
- Providing special services for VIP guests.
- Managing guest entry and exit processes.



SECURITY MANAGER

- Ensuring venue and guest security by taking necessary precautions.
- Coordinating security teams and assigning duties.
- Conducting entry checks and implementing emergency plans.



LOGISTICS MANAGER

- Organizing catering services and ensuring timely delivery.
- Preparing and distributing gift bags.
- Ensuring smooth operation of all logistical processes (equipment, materials, etc.).



FINANCIAL MANAGER

- Creating the project budget and tracking expenses.
- Conducting income-expense analyses.
- Ensuring timely supplier payments and preparing financial reports.

TASK LIST

1. PROJECT PLANNING AND PREPARATION

- Defining gala objectives and approving the project plan.
- Researching and selecting venue options.
- Selecting suppliers and team members, budgeting, and obtaining approvals.

2. VENUE PREPARATION AND TECHNICAL SETUP

- Designing venue decoration and technical infrastructure.
- Procuring and installing technical equipment.
- Conducting final tests at the venue and ensuring readiness.

3. GUEST AND MEDIA MANAGEMENT

- Designing and distributing invitations and tracking RSVPs.
- Preparing press releases and sharing them with the media.
- Planning social media content and creating a posting schedule.

4. CATERING AND LOGISTICS

- Selecting a menu for catering services and finalizing agreements with suppliers.
- Preparing promotional items and gift bags.
- Transporting materials and organizing logistics.

5. GALA EVENT

- Welcoming and guiding guests.
- Conducting the film screening and gala speeches.
- Organizing cocktail receptions, networking, and media coverage.

6. PROJECT CLOSURE AND EVALUATION

- Performing post-event media and budget analysis.
- Collecting materials and equipment and cleaning the venue.
- Preparing the final report and sharing it with stakeholders.

MILESTONES

1.Approval of the project plan and budget

2. Venue readiness for the event

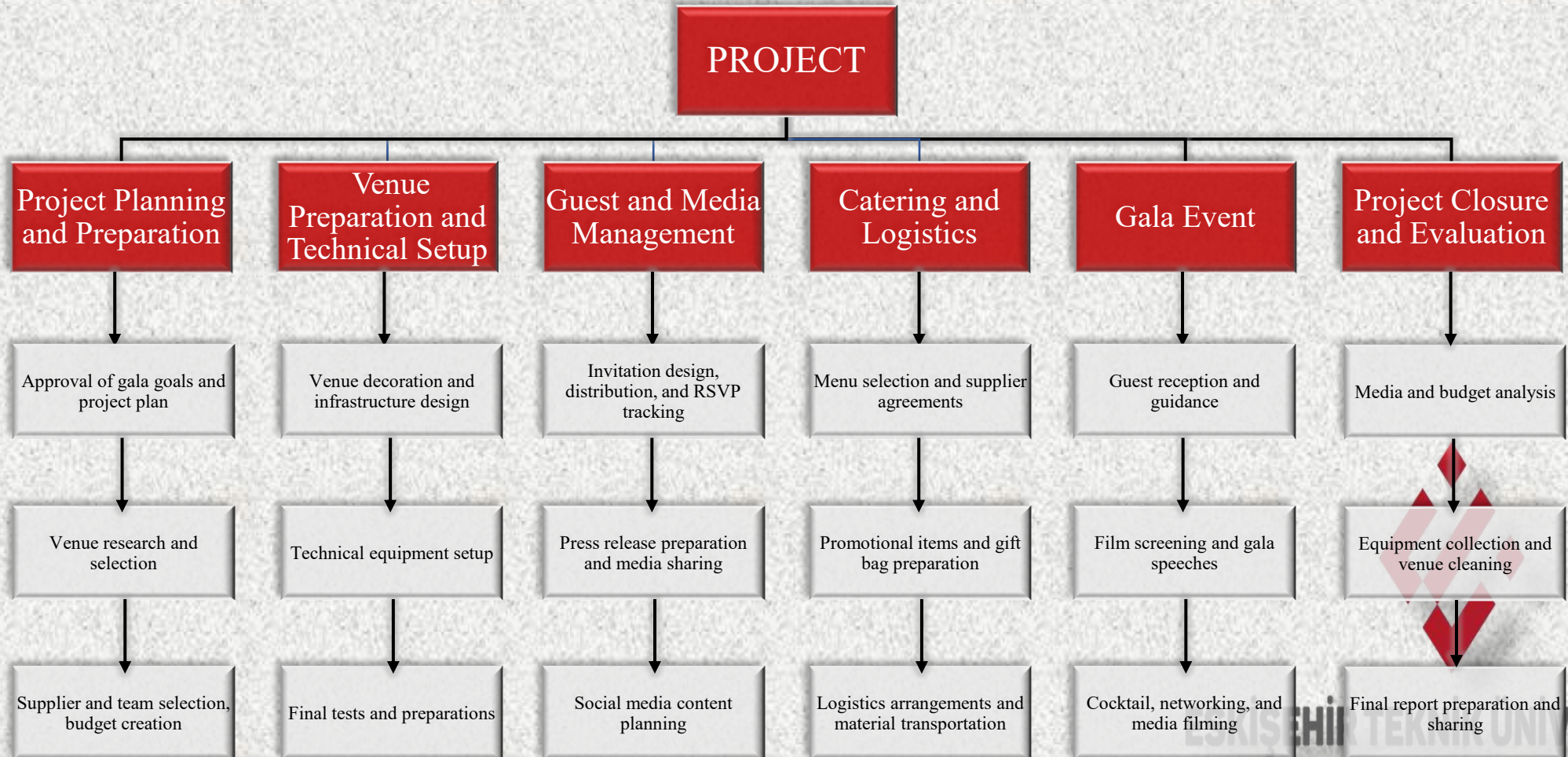
3. Completion of invitations and media processes

4. Completion of catering and logistical preparations

5. Successful execution of the gala event

6. Evaluation and closure of the project

WORK BREAKDOWN STRUCTURE



OBS (PROJECT ORGANIZATION AND RESOURCES)

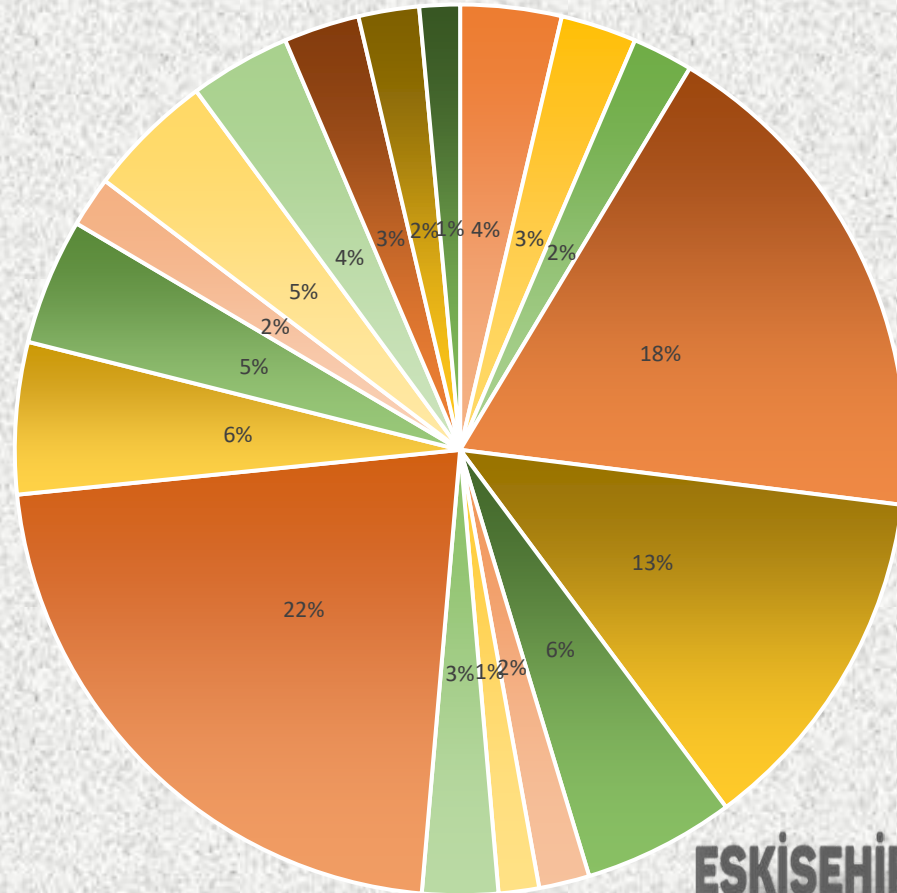
RESPONSIBILITY MATRIX

TASK	ERHAN (PROJECT MANAGER, LOGISTICS MANAGER, MEDIA & COMMUNICATIONS MANAGER)	EMRE (EVENT COORDINATOR, SECURITY MANAGER, TECHNICAL MANAGER)	EGE (GUEST RELATIONS MANAGER, FINANCIAL MANAGER)
Defining gala objectives and approving the project plan	R	S	S
Researching and selecting the venue	R	R	S
Selecting suppliers and preparing the budget	R	S	R
Designing venue decoration and technical setup	S	R	S
Installing technical equipment	S	R	S
Conducting final tests and preparing the venue	S	R	S
Designing, distributing invitations, and RSVP tracking	S	S	R
Preparing and distributing press releases	R	S	S
Planning and scheduling social media content	R	S	S
Selecting the menu and finalizing catering agreements	S	S	R
Preparing promotional items and gift bags	R	S	S
Transporting materials and organizing logistics	R	S	S
Welcoming and directing guests	S	S	R
Conducting the film screening and speeches	R	R	S
Organizing networking and coordinating media	R	S	S
Conducting post-event media and budget analysis	R	S	R
Collecting materials and cleaning the venue	R	S	S
Preparing and sharing the final project report	R	S	R

R	S
Responsible	Support

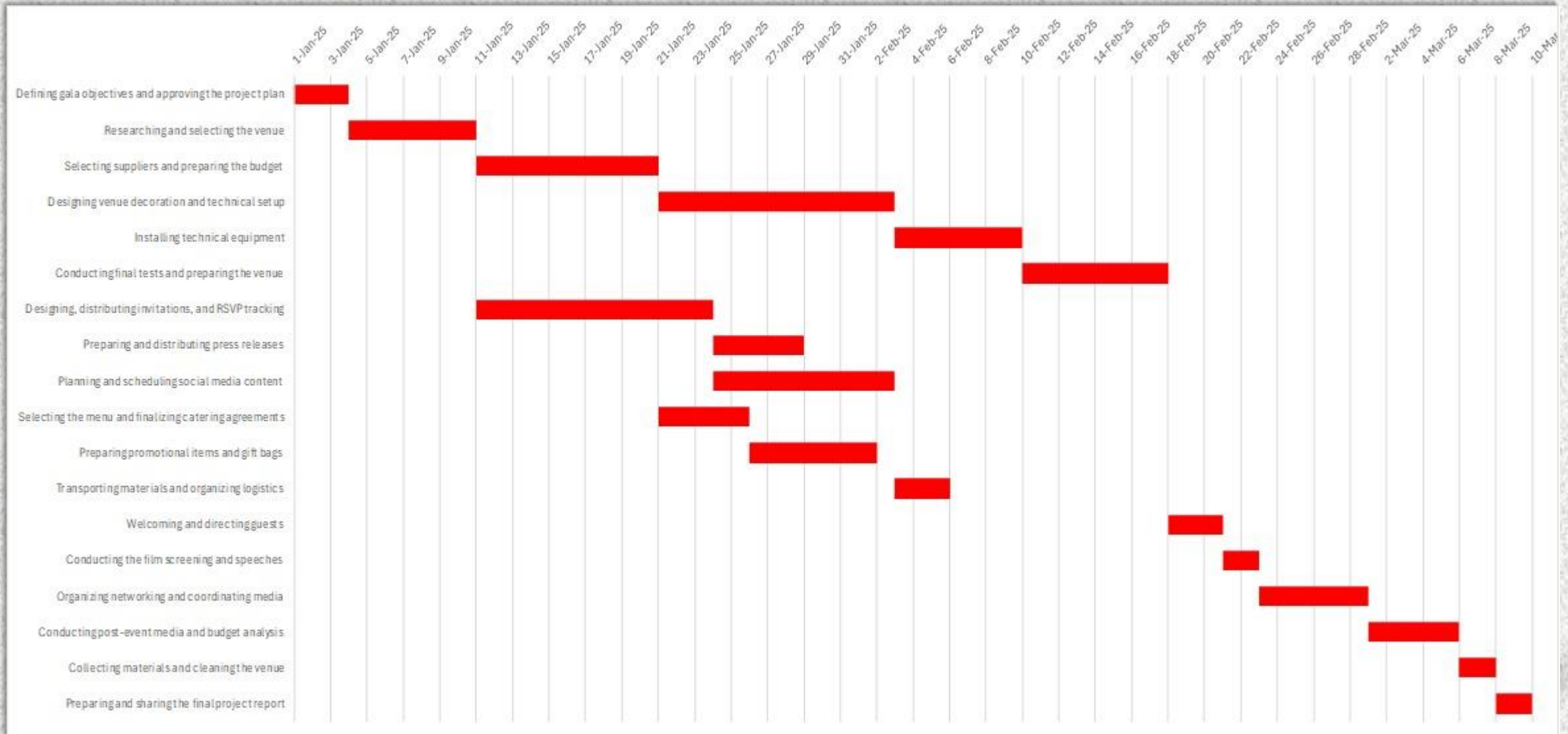
CBS (PROJECT COSTING)

TASKS	COSTS
Defining gala objectives and approving the project plan	\$2,000
Researching and selecting the venue	\$1,500
Selecting suppliers and preparing the budget	\$1,200
Designing venue decoration and technical setup	\$10,000
Installing technical equipment	\$7,000
Conducting final tests and preparing the venue	\$3,000
Designing, distributing invitations, and RSVP tracking	\$1,000
Preparing and distributing press releases	\$800
Planning and scheduling social media content	\$1,500
Selecting the menu and finalizing catering agreements	\$12,000
Preparing promotional items and gift bags	\$3,000
Transporting materials and organizing logistics	\$2,500
Welcoming and directing guests	\$1,000
Conducting the film screening and speeches	\$2,500
Organizing networking and coordinating media	\$2,000
Conducting post-event media and budget analysis	\$1,500
Collecting materials and cleaning the venue	\$1,200
Preparing and sharing the final project report	\$800
TOTAL	\$54,500



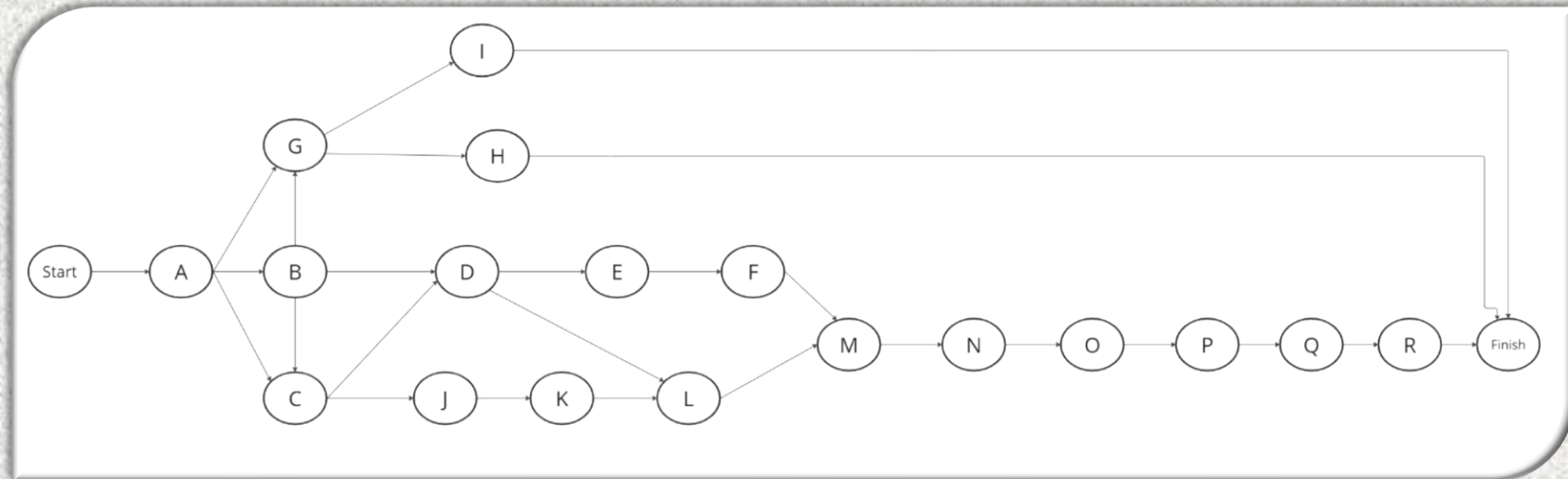
- Defining gala objectives and approving the project plan
- Researching and selecting the venue
- Selecting suppliers and preparing the budget
- Designing venue decoration and technical setup
- Installing technical equipment
- Conducting final tests and preparing the venue
- Designing, distributing invitations, and RSVP tracking
- Preparing and distributing press releases
- Planning and scheduling social media content
- Selecting the menu and finalizing catering agreements
- Preparing promotional items and gift bags
- Transporting materials and organizing logistics
- Welcoming and directing guests
- Conducting the film screening and speeches
- Organizing networking and coordinating media
- Conducting post-event media and budget analysis
- Collecting materials and cleaning the venue
- Preparing and sharing the final project report

GANTT CHART

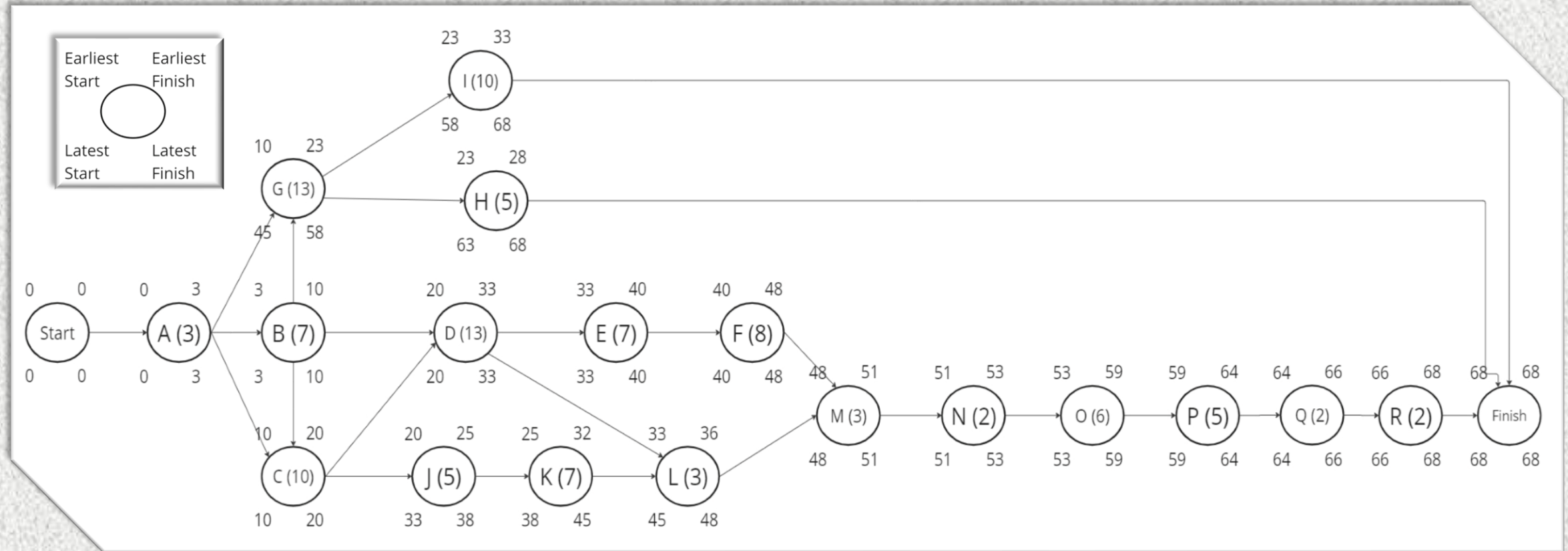


PROJECT NETWORK (AON)

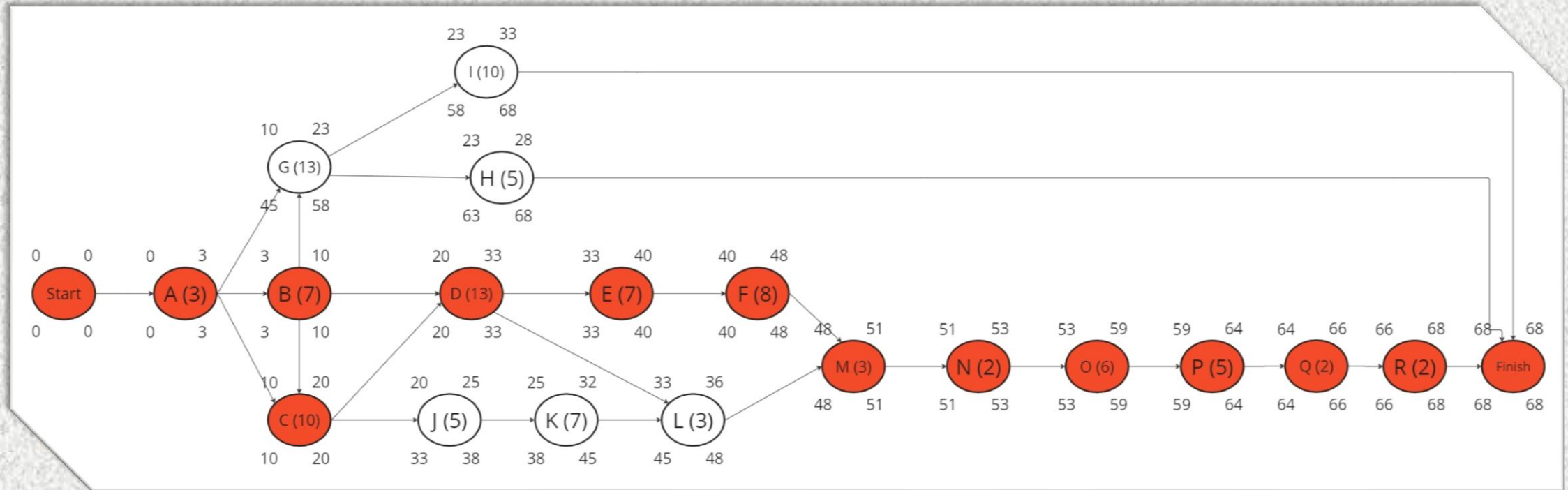
TASK	DURATION (DAYS)	PREDECESSOR
A	3	-
B	7	A
C	10	A, B
D	13	B, C
E	7	D
F	8	E
G	13	A, B
H	5	G
I	10	G
J	5	C
K	7	J
L	3	D, K
M	3	F, L
N	2	M
O	6	N
P	5	O
Q	2	P
R	2	Q



DURATION (CPM)



DURATION (CPM)



Critical path: A-B-C-D-E-F-M-N-O-P-Q-R

Duration: 68 days

RISK MANAGEMENT

1. Unclear event objectives

- **Risk:** The event's objectives may not be clearly defined, leading to misdirection or incomplete planning.
- **Mitigation:** Objectives should be discussed and confirmed with all stakeholders, and feedback sessions should be held to clarify and finalize the plan.

2. Incorrect venue selection

- **Risk:** The venue may not meet the event's requirements, such as technical infrastructure or guest capacity.
- **Mitigation:** Venues should be carefully researched, with all requirements (capacity, technical infrastructure, accessibility, etc.) thoroughly checked and considered.

3. Supplier issues and budget overruns

- **Risk:** Poor supplier selection or exceeding the budget.
- **Mitigation:** Contracts with reliable suppliers should be finalized, and budget flexibility should be built into the planning to accommodate unforeseen expenses.

4. Incomplete decoration and technical setup

- **Risk:** Venue decoration or technical setup may not be completed on time or to the required standard.
- **Mitigation:** Detailed timelines for decoration and technical setup should be established, with early testing of equipment and contingency plans in place.

5. Technical equipment installation and failure risks during the event

- **Risk:** Technical equipment may not be installed correctly, or film screenings, speeches, or other technical presentations may experience issues during the event.
- **Mitigation:** All technical equipment should be installed and tested well in advance, ensuring that it functions correctly. Additionally, backup solutions and contingency plans should be prepared to address any potential failures, ensuring smooth operation during the event.

6. Incomplete invitation and RSVP tracking

- **Risk:** Invitations may not be sent on time or RSVPs may not be tracked effectively.
- **Mitigation:** Invitations should be sent early, and a tracking system should be set up to monitor responses.

7. Incorrect press release or social media content publication.

- **Risk:** Incorrect or inappropriate content may be published in press releases or on social media channels.
- **Mitigation:** Content should be approved before publication, with a review process in place to ensure accuracy.

8. Catering and menu issues

- **Risk:** Changes to the menu or issues with catering services.
- **Mitigation:** Menu options should be finalized in advance, and contracts with catering services should be clearly defined. Backup plans should also be prepared.

9. Logistics and transportation problems

- **Risk:** Delays or losses during the transportation of materials.
- **Mitigation:** Detailed logistics plans should be prepared, and reliable transportation companies should be selected to handle materials.

10. Guest reception and direction errors

- **Risk:** Guests may be incorrectly directed or not welcomed properly.
- **Mitigation:** Sufficient personnel should be assigned for guest reception, and clear direction plans should be in place for smooth navigation.

11. Post-event reporting and analysis shortcomings

- **Risk:** Incomplete or inaccurate post-event media and budget analysis.
- **Mitigation:** Comprehensive data collection should be performed, and a detailed post-event report should be created and shared with all stakeholders.

12. Cleaning and material collection delays

- **Risk:** Delays in cleaning up the venue or collecting materials after the event.
- **Mitigation:** A cleaning crew should be assigned, and material collection should begin promptly after the event ends.

PROJECT CLOSURE



As we near the completion of our film gala project, we are thrilled with the successful execution of an event that exceeded expectations and set a new standard in quality and elegance. This gala has been a collaborative effort, overcoming challenges and staying aligned with the vision of showcasing the film in the best possible light. Looking ahead, we are eager to continue organizing high-caliber events that captivate audiences and leave a lasting impression, ensuring we remain at the forefront of excellence in event planning.



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THANKS FOR LISTENING
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