Scope Management Exercise

Part I.

Project Objective:

Execute a conference on Artificial Intelligence(AI) in August-September 2020 in the Washington DC area to increase the reputation of TGIF in the field of AI.

Part II.

Deliverables

1) Project Schedule
2) Teams Assignments
3) Invitations
4) Speakers to Invite
5) Venue
6) Catering
7) Transportation
8) Agenda
9) Accommodation
10) Papers for presentation
11) Professionals for workshops
12) Sponsors to Reach Out
13) Final Attendees list
14) Event Support

Teams

1) Executive Committee
- This steering committee will consist of representatives from TGIF, project manager, and leaders from all the subcommittees.

2) Marketing Team
- Prepare a website, conference posters and publish various conference information in various publications and social media. Send out conference introduction and invitation to potential attendees.

3) Communication Team
- Email work along with registration invitations and desk on event day, get feedback and report back about the success of the conference in terms of quantity.

4) Media and Content Team
- To record and document the various events and presentations happening at the conference.

5) Hospitality Team
- To manage the transportation of attendees to/in Washington DC
- To support accommodation and food requirements for the attendees.

6) Event Management Team
- To look at the physical aspects of the event and prepare technical setup needed for the event(tables, chairs, projectors, etc). Be ready with prerequisites and also about event day on-ground team.

7) Finance Team
- Control financial resources. Develop budget distribution plans, review all expense applications, record all fund flows, manage reimbursement and reserve budget.

Basic Requirements

1) Venue
2) Date
3) Duration : 3 days
4) Speakers : 10-15
5) 100 + attendees
6) 8-10 academic papers for presentation
7) Budget: $20000-22000

Part III. WBS

#	L1	L2	L3	Activity	SPOC
1.0	Project: Artificial Intelligence Conference				
1.1		High-Level Planning			
1.1.1			Event Objective	Determining scope, motivation, and goal of the event	Claire(SupportCorps) Phil(TGIF) Bernie(TGIF) Mckayla (TGIF)
1.1.2			Schedule of Project Management	Finalizing the Tasks, deliverables, and timeline.	Claire(SupportCorps)
1.1.3			Location	Finalizing the city or an	Claire(SupportCorps)

				area where the event will take place.	Bernie(TGIF)
1.1.4			Size	Determining what the size and scope of the event should be.	Claire(SupportCorps) Bernie(TGIF) Elizabeth(TGIF)
1.1.5			Date	Check dates for other events, and finalize dates.	Claire(SupportCorps) Phil(TGIF)
1.1.6			Budget	Estimating budget for the event.	Claire(SupportCorps) Bernie(TGIF)
1.1.7			Team Assignment	Finalizing teams and hiring people if needed.	Claire(SupportCorps) Cory(TGIF) Kamala(TGIF)
1.1.8			Task Assignment	Assigning tasks to different teams.	Claire(SupportCorps) Cory(TGIF) Kamala(TGIF)
1.1.9			Budget Allocation	Allocating budget to different teams and tasks.	Claire(SupportCorps) Bernie(TGIF) Mckayla (TGIF)
1.2		Web & Marketing			
1.2.1			Website development and management	Creation of the website that shows the details of the event. Allowing registration for speakers. Allowing registration for attendees.	Rishi(SupportCorps)
1.2.2			Send mails to potential speakers	Sending out emails to potential speakers and companies looking to integrate AI in their business.	Angie(SupportCorps) Dave(TGIF)
1.2.3			Setting up booths at different colleges	Students interested in AI, can sign up at these booths to attend the event.	Candice(SupportCorps)
1.2.4			Advertising to AI journals.	To reach the proper audience	Sandy(SupportCorps)
1.2.7			Document the events happening	Covering and documenting the details of the events happening in the conference through articles and videos.	Jay(SupportCorps)
1.2.8			Sending out the content to proper channels highlighting the success of the event.	This will help showcase the success of the event to the world and in turn help our objective which is to increase the reputation of TGIF.	Ray(SupportCorps)

1.3		Registration			
1.3.1			Final Sign-Up sheet for attendees	Print out final Sign-Up sheet for attendees who has confirmed to attend.	Angie(SupportCorps) Dave(TGIF)
1.3.2			Staff/ Volunteer Schedule	Develop schedule shifts at the registration desk.	Mary(SupportCorps)
1.3.3			Registration booth set up	Set up tables chairs, laptops and printers for attendee Check-In.	Claire(SupportCorps) Phil(TGIF)
1.3.4			Attendees Check-In & Hand out meeting materials	Make sure attendees check in properly and hand out meeting materials to attendees.	Lucy, Young, Heidi (SupportCorps)
1.3.5			Booth teardown and storage	Teardown the registration desk and pack equipment and materials.	Claire(SupportCorps) Phil(TGIF)
1.4		Procurement			
1.4.1			Venue	Site visiting and finalizing a venue convenient to speakers and to the people attending so as to maximize footfall and sign up contract and submit deposit.	Claire(SupportCorps) Bernie(TGIF)
1.4.2			A/V equipment	To procure the necessary electronic items required to cover the whole event. This should also include the equipment that is used during the conference like projectors and screens.	Claire (SupportCorps)
1.4.3			Speakers	List down the speakers who would add value to the conference and request a quote for the same. Once the speakers are finalized , send them an event brief.	Claire(SupportCorps) Bernie(TGIF)
1.5		Transportation and Accommodation			
1.5.1			Get discounted rates for transportation and accommodation.	To give a better experience for the guests.	Happy(SupportCorps) Pepper(TGIF)
1.5.2			Booking transportation	Booking flight tickets for guests. And, also arranging transportation to and from the nearest airports.	Happy(SupportCorps) Pepper(TGIF)
1.5.3			Arranging the stay for	Booking hotel rooms at a	Happy(SupportCorps)

			guests.	convenient distance from the event location for guests.	Pepper(TGIF)
			Send out parking pass	Sending out parking pass to attendees.	Lucy(SupportCorps)
1.6		Event Management			
1.6.1			Equipment setup	Setup projectors, stage, sound system,internet accessibility and time keeping.	Tony(SupportCorps)
1.6.2			Space arrangement	Setup chairs, tables and parking space.	Clay(SupportCorps) Jake(TGIF)
1.6.3			On ground event team	Work on any coordination required on event day	Claire(SupportCorps) Phil(TGIF)
			Catering	Providing Beverages, Breakfast, Lunch, Dinner,and Snacks.	Claire(SupportCorps)
1.7		Project Closing			
1.7.1			Wrapping up space and tech requirements	Collecting chairs and tables back along with sound system and projectors. Sending out photos, survey and lost items emails back.	Clay(SupportCorps) Jake(TGIF)
1.7.2			Feedback	Noting down the feedback and submitting a report to TGIF about collection of evaluations after analyzing them.	Lucy(TGIF), Young(SupportCorps)
1.7.3			Documentation	Write conference review and prepare a report about the whole process along with lessons learnt.	Jay(SupportCorps)
1.7.4			Budget settlement and review	Review expenditure against budget and settle up all the invoices and bills.	Claire(SupportCorps) Bernie(TGIF)
1.7.5			Maintenance and Support	Site maintenance, answering questions and maintaining contact for AI publication event and future possibility of another conference	Rishi(SupportCorps) Neha(TGIF)