



TGIF conference

Team Members:
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Project Objective

Organizing an **Artificial Intelligence(AI) conference** on
September 20th 2020 in the **Washington DC** area to increase the
reputation of TGIF in the field of AI.



Charter

Deliverables :

- 1) Project Scope
- 2) Project Schedule
- 3) Project Budget - Benefits, Costs and Expenses.
- 4) Papers for presentation - Content
- 5) Team assignment
- 6) Speakers to Invite - Invitation and confirmations
- 7) Venue selection and booking
- 8) Catering
- 9) Sponsors to Reach out and finalize
- 10) Final Attendees list - RSVPS and specials needs
- 11) Event Support - On day support and setup
- 12) Marketing the conference and giving analysis of feedback.

Team Members

- 1) Executive Committee / Planning team
- 2) Marketing Team (Outsource)
- 3) Content finalization team (PM & PMO)
- 4) Event Management Team (Under Operation)
- 5) Procurement team (Under PMO and PM)
- 6) Audience management team (Under Operation)
- 7) Administration Team (Staff & Volunteers)

Basic Requirements

- 1) Venue finalization
- 2) Date: 09/20, 2020
- 3) Duration: 3 days
- 4) Speakers : 10-15
- 5) 100 + attendees
- 6) 8-10 academic papers for presentation
- 7) Budget: \$110000

Work Breakdown Structure

#	L1	L2	L3	L4	L5				
1.0	TGIF AI Conference								
1.1		Planning					-		
1.1.1			Agenda/Content						
1.1.2			Location Selection						
1.1.3			Speaker Strategy						
1.1.4			Attendee Strategy						
1.1.5			Vendors/Sponsors						
1.2		Content (Speakers/ Experts)							
1.2.1			Identifying						
1.2.1.1				Academia					
1.2.1.2				Industry					
1.2.1.3				Public Sector					
1.2.2			Confirming						

Work Breakdown Structure

1.5		Marketing/ Communication			
1.5.1			Physical		
1.5.2			Website		
1.5.3			Social Media		
1.5.4			Press/Media		
1.5.5			Merchandise		
1.5.6			Feedback/Sales Analysis		
1.6		Conference Operations			
1.6.1			Venue		
				Booking	
				Rooms and Equipment	
				Tables/Chairs	
				Decorations	

				Music	
				Lighting	
				Furnishing	
				Signage	
				Food and Beverage	
				Signage	
				Food and Beverage	
1.6.2				Security	
1.6.3				Technology	
1.6.3.1				Live Streaming	

Work Breakdown Structure

1.6.3.2				Audio/Visual					
1.7		Administration							
1.7.1			Staffing (Volunteers /Workers)						
1.7.1.1				Ticketing					
1.7.1.2				Security	1.7.1.7				Cleaning Staff
1.7.1.3				Tables Set Up	1.7.1.8				Breakdown
1.7.1.4				MC/Hosts	1.7.2		Budget		
1.7.1.5				Photography	1.7.2.1			Revenue	
					1.7.2.1.1.1				Ticket MGMT
					1.7.2.1.1.2				Sponsor MGMT
					1.7.2.2			Expenses	
					1.8	Project Close-Out			

Cost Estimate

Personel	\$
Project Manager	75/hour
PMO Staff	35/hour
Operations Manager	40/hour
Operations Officer	25/hour
Music operator	30/hour
Lighting operator	30/hour
On-Site Help	20/hour
Cleaning staff	20/hour

WBS	Name	Duration (Days)	Work (Hours)	Cost (\$\$)	Note
1	TGIF AI Conference	102	1012	106423	3 days conference with about 100 attendee
1.1	Planning	17	200	11408	Project Manager[69%]; PMO Staff[31%]
1.1.1	Agenda/Content	6	48	3001.50	Project Manager[50%]; Operations Manager
1.1.2	Location Selection	3	36	1860.00	Project Manager[69%]; PMO Staff[91%]
1.1.3	Speaker Strategy	2	16	614.86	Project Manager[60%]; PMO Staff[70%]
1.1.4	Attendee Strategy	2	16	752.00	Project Manager[60%]; PMO Staff[50%]
1.1.5	Vendors/Sponsors	7	84	5180.00	Project Manager; PMO Staff[50%]
1.2	Content (Speakers/Experts)	17	152	5960	
1.2.1	Identifying	10	120	4200	PMO Staff[150%]
1.2.1.1	Academia	10	40	1400.00	PMO Staff[150%]
1.2.1.2	Industry	10	40	1400.00	PMO Staff[150%]
1.2.1.3	Private Sector	10	40	1400.00	PMO Staff[150%]
1.2.2	Confirming	7	32	1760.00	Project Manager[29%]; PMO Staff[29%]
1.3	Partnerships/Procurement	5	40	2200	
1.3.1	Tech companies	5	20	1100.00	Project Manager[25%]; PMO Staff[25%]
1.3.2	AI Vendors	5	20	1100.00	Project Manager[25%]; PMO Staff[25%]
1.4	Attendee Management	27	66	1650	
1.4.1	Guest List	2	16	400.00	Operations Officer
1.4.2	RSVPs	20	25	625.00	Operations Officer[16%]
1.4.3	Handouts	5	10	250.00	Operations Officer[25%]
1.4.4	Special Needs	3	15	375.00	Operations Officer[62%]
1.5	Marketing/Communications	50	0	14215	Outsource
1.5.1	Physical	43	0	1715.12	Marketing
1.5.2	Online	20	0	2500.00	Marketing
1.5.3	PR	30	0	2500.00	Marketing
1.5.4	Press/Media	6	0	2500.00	Marketing
1.5.5	Merchandise	10	0	2500.00	Marketing
1.5.6	Feedback/Sales Analysis	7	0	2500.00	Marketing
1.6	Conference Operations	8	62	4500	Operations Officer
1.6.1	Booking	8	56	44700	Rooms And Equipment
1.6.1.1	Food	1	8	200.00	Tables/Chairs
1.6.1.2	Rooms And Equipment	3	0	7500.00	Decoration
1.6.1.3	Tables/Chairs	3	0	1500.00	Music operator
1.6.1.4	Decorations	1	0	500.00	Lighting operator
1.6.1.5	Music	3	24	720.00	Furnishing
1.6.1.6	Lighting	3	24	720.00	Signage
1.6.1.7	Furnishing	3	0	300.00	
1.6.1.8	Signage	2	0	260.00	
1.6.1.9	Food and Beverage	3	0	33000.00	Food and Beverages
1.6.2	Security	2	6	240.00	Operations Manager[38%]
1.6.3	Technology	3	0	920.00	
1.6.3.1	Live Streaming	3	0	460.00	Photography[0.2]
1.6.3.2	Audio/Visual	3	0	460.00	Photography[0.2]
1.7	Administration	65	468	24080.00	
1.7.1	Staffing (Volunteers/Workers)	14	98	8580	
1.7.1.1	Ticketing	5	20	400.00	On-Site Help[50%]
1.7.1.2	Security	3	0	1920.00	Security
1.7.1.3	Tables Set Up	3	6	120.00	On-Site Help[25%]
1.7.1.4	MC/Hosts	3	0	800.00	MC/hosts
1.7.1.5	Photography	3	0	1380.00	Photography[0.6]
1.7.1.6	Audio/Visual	3	0	2000.00	Catering Team
1.7.1.7	Cleaning Staff	3	24	480.00	Cleaning staff
1.7.1.8	Breakdown	3	24	480.00	On-Site Help
1.7.2	Budget	65	370	15500	
1.7.2.1	Revenue	23	240	9000	
1.7.2.1.1	Ticket MGMT	13	200	7500.00	Operations Manager; PMO Staff
1.7.2.1.2	Sponsor MGMT	10	40	1500.00	PMO Staff[25%]; Operations Manager[25%]
1.7.2.2	Expenses	65	130	6500.00	Project Manager[8%]; PMO Staff[8%]; Operations Manager[8%]
1.8	Project Close-Out	3	24	10500.00	Project Manager[25%]; PMO Staff[25%]; Operations Manager[25%]; Operations Officer[25%]

WBS	Name	Duration (Days)	Work (Hours)	Cost (\$\$)
1	TGIF AI Conference	102	1012	106423

Schedule Summary

Main Content	Start Date	End Date
Planning	05/05/20	05/27/20
Content(Speakers)	05/28/20	06/19/20
Partnerships	06/22/20	06/26/20
Attendee Management	06/22/20	07/28/20
Marketing Communication	06/22/20	08/28/20
Conference Operations	08/31/20	09/09/20
Administration	06/22/20	09/19/20
Project Close-Out	09/21/20	09/23/20

Schedule & Resources Allocation

