

# PM plan Sue and Jacob's wedding

项目管理 - 180人大型婚礼

- Instructor: Bill Hackenberg
- Team: The Planners
- Glaucia Silva
- Lilian Lin
- Munire Aireti
- Vrandha Balakrishna

# Agenda 议程表



# Project Charter - Description 项目任务书

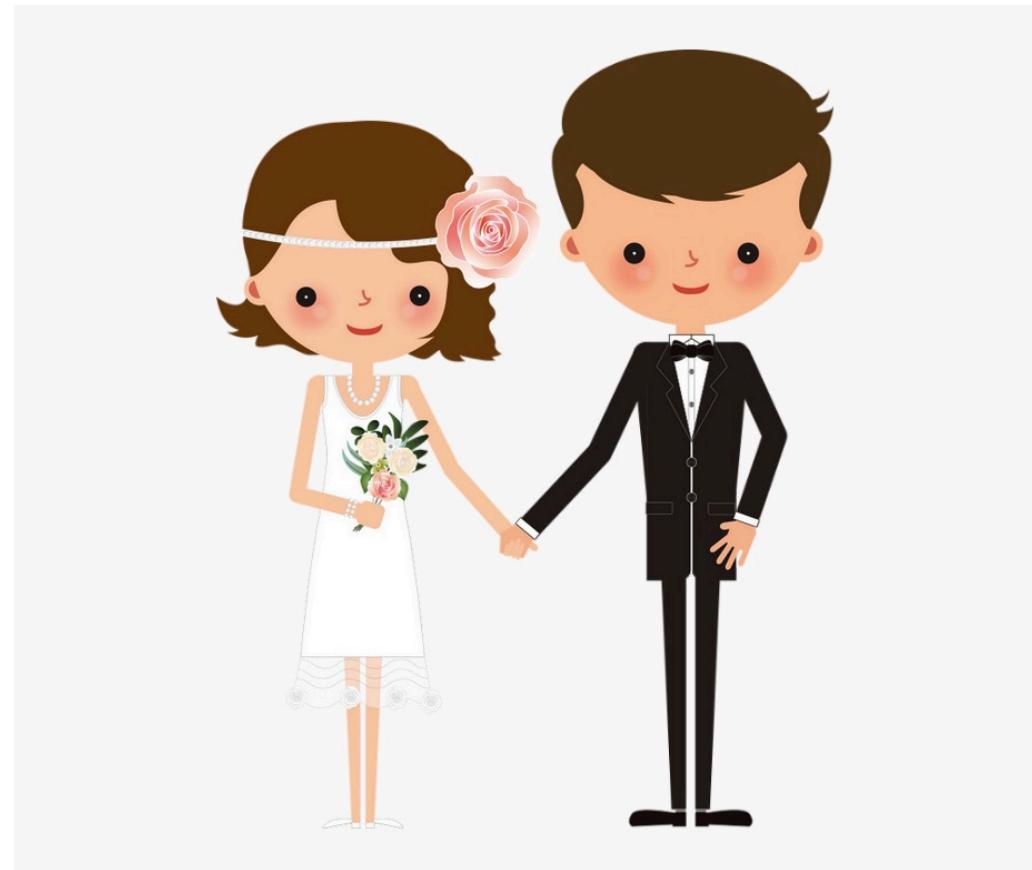
💍 Aug 1, 2020

📅 5 - Month planning

📊 \$90,000 Budget

👤 180 Guests

🌴 Virginia Beach



# Project Charter - Purpose/Mission



TO CREATE THE PERFECT  
DESTINATION WEDDING FOR  
THE COUPLE



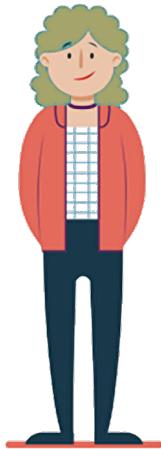
TO DELIVER A SUCCESSFUL  
EVENT PLANNING SERVICE  
(5 MONTHS)



TO MAKE SURE EVERY GUEST  
GOES BACK HOME WITH A HUGE  
SMILE ON THEIR FACES

# Project Roles 项目组成员表

GMLV event



Designer/ Glaucia  
Schedule management



Coordinator/ Munira  
Risk management



Coordinator/ Lilian  
Quality/ Communication



Planner/ Vrandha  
Budget control

# Project team RACI RACI矩阵图

Knowledge Areas	Designer-Glaucia	Coordinator-Munire	Coordinator-Lilian	Planner-Vrandha
Schedule Management	R	A	C	A
Risk Management	C	R	A	A
Quality & Communication Management	A	C	R	A
Cost and Budget Management	A	C	I	R
Procurement Management	C	I	R	A

# Scope Statement 范围说明书

## In the scope

Rehearsal dinner, vendor meals, beverage service in reception (alcohol/ non-alcohol), four-course sit-down service, after party dessert, wedding cake

Hotel venue

Floor plan for both ceremony and reception

Music band, MC and officiant

Flowers, wedding décor and theme

Hair and makeup

Photography, videography, wedding booth company

Wedding day accommodations and transportation: hotel room block, transportation schedule

Bridal: dress, shoes wedding vows, bride accessories, gift for wedding party, guest book, thank you notes

## Out of scope

X Bachelor party

X Groomsmen outfits

X Honeymoon planning

X Wedding gift registry

X Wedding announcement and RSVPs

X Reception and ceremony song list

X Wedding rings

# Stakeholder Analysis Matrix

利益相关者分析

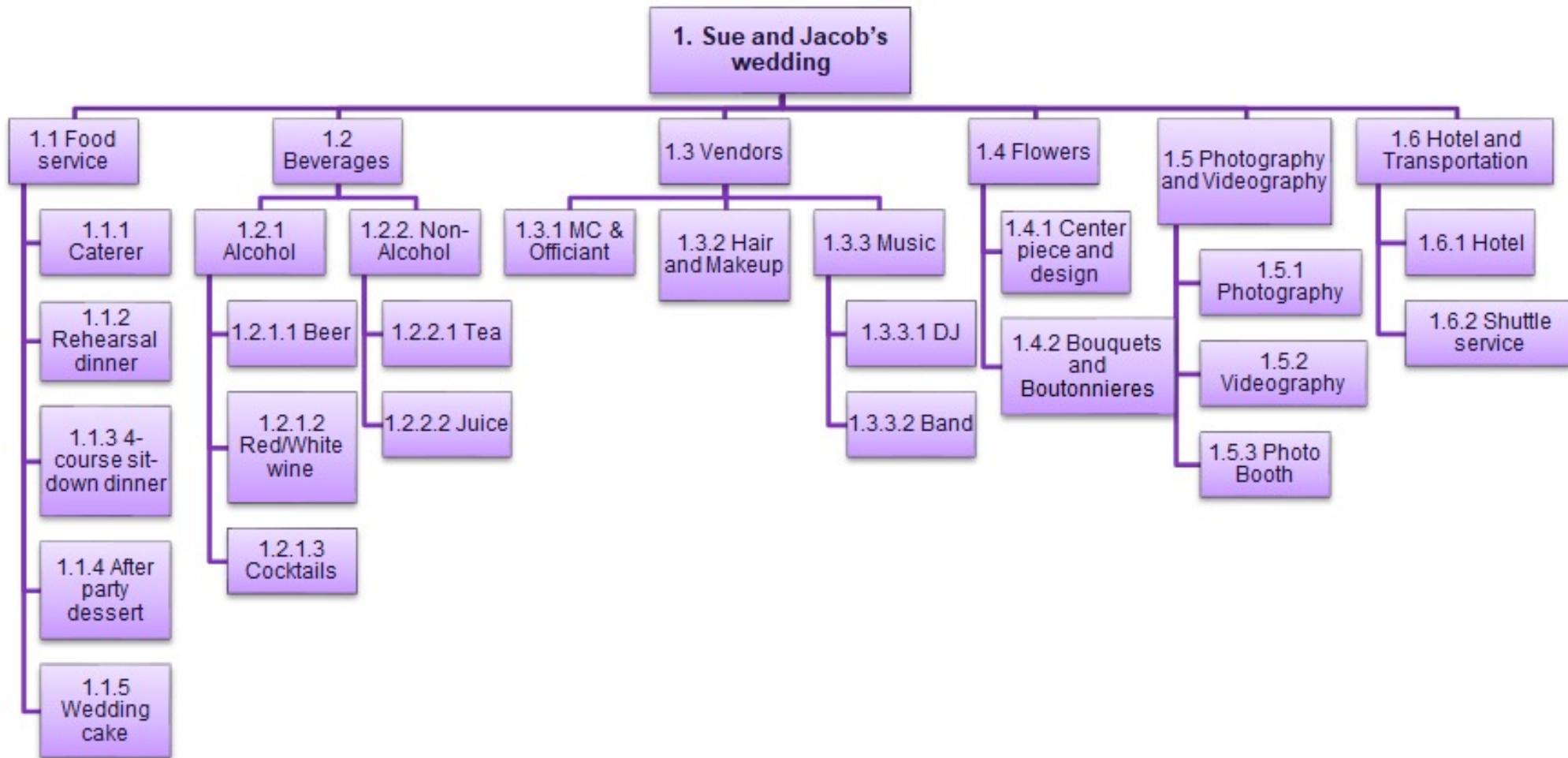


# Vendors & Procurement

Food / Photos / Video/ Music/ MC/Officiant/ Flower /Hair/Makeup



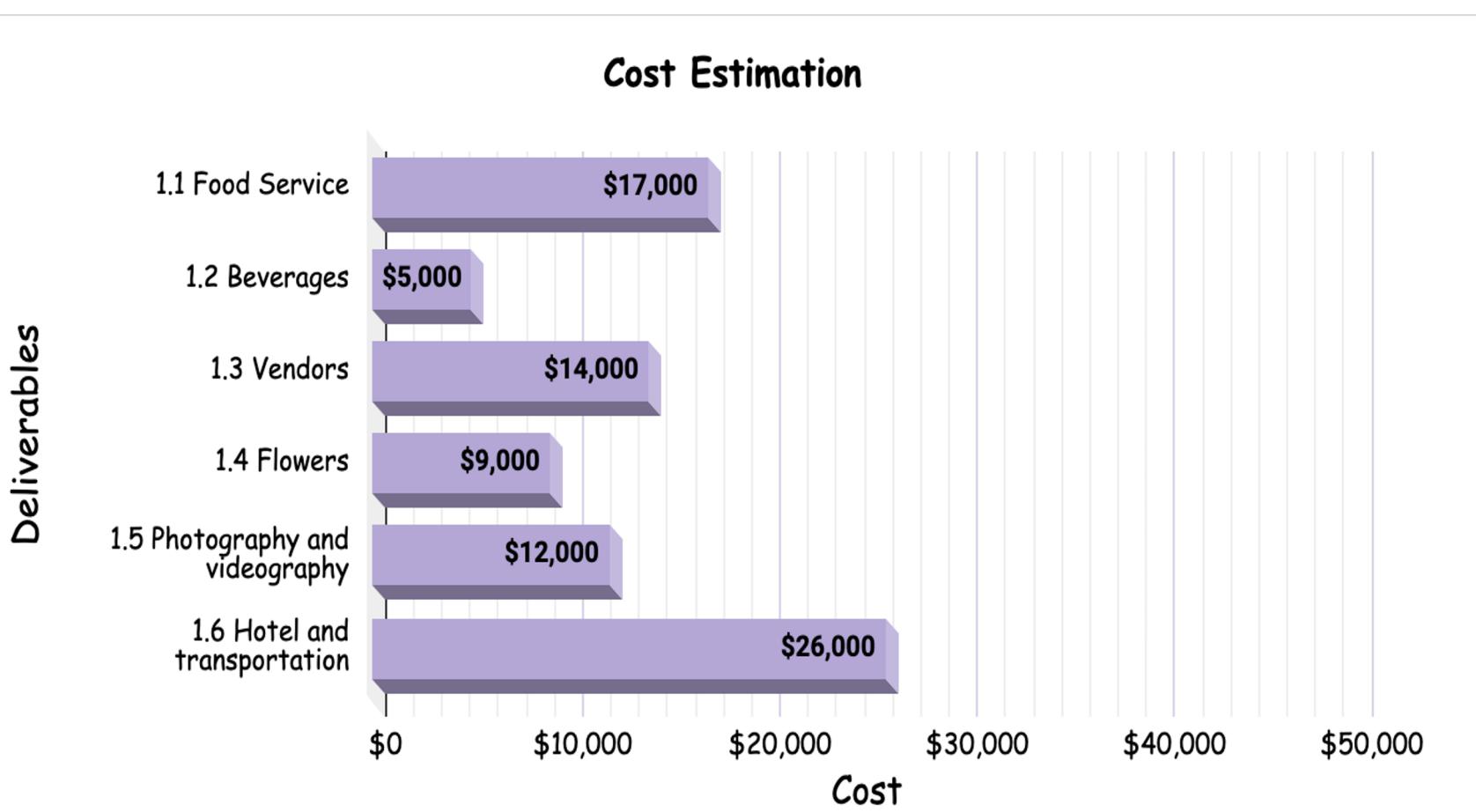
# Work Breakdown Structure 工作分解结构

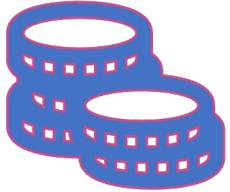




# Cost Estimate 项目成本估算

Estimated cost:  
\$83,000





# Cost Baseline 项目成本基线

Total project costs (Labor & Non - Labor subtotals)	\$83,000
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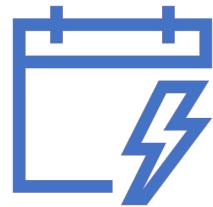
10%	Contingency Reserve (CR)	\$8,300
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BAC (Labor & Non - Labor + CR)	\$91,300
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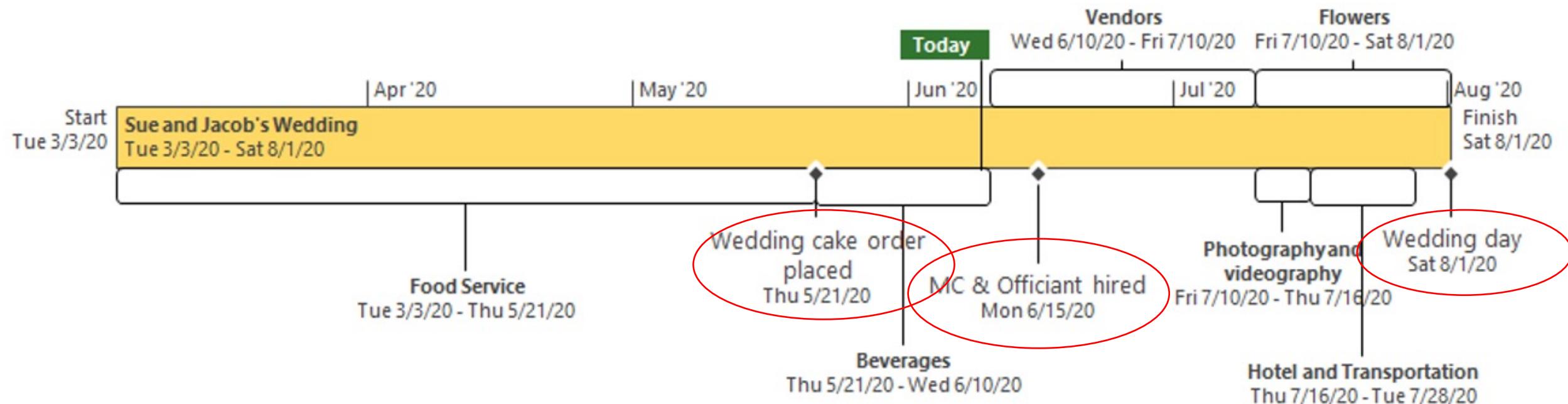
10%	Management Reserve (MR)	\$8,300
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**Budgetary**

Best Case (Optimistic)	-10%	\$89,640
Most Likely Total (BAC+MR)		\$99,600
Worst Case (Pessimistic)	+25%	\$124,500



# Schedule 项目进度表



# 'Day of' schedule 当天行程表

Aug 1, 2020

Role	Business Name	Contact Name	Phone Number	Delivery/Setup/Start	End/ Pick up
BAND (3p)	Michael Urbano Band	Michael Urbano	510-710-4512	1:30 PM/ 8-11 PM	11:00 PM
DJ + PHOTOBOTH (2p)	VOX DJ	Ace & Tim	808-652-7204	2:30 PM/ 7 PM	11:00 PM
FLORIST	Narciso	Narciso	323-855-5704	11:00 AM	Sunday morning
LINENS	Luxe Linen	Laura	310-548-5183	Friday	Monday Morning
LIGHTING (1p)	The Lighter Side	Ben	310-659-5959	11:30 AM	Sunday morning
MAKE UP/HAIR (2p)	Mika	Valerie	310-293-2808	8:00 AM	Staying until 7PM
MUSICIANS	Harp Trio	Ted Nichelson	949 -378-1620	3:30 PM	4:30 PM
OFFICIANT	Rev. Clint Hufft	Rev. Clint Hufft	323-936-9027	3:30 PM	4:30 PM
PHOTOGRAPHER (2p)	The Big Affair	Tomas	323-541-8200	12:30 PM	9:30 PM
RENTAL (Reception furniture, chargers)	The Rental Ave	Sevan	818-928-5004	12:00 PM	Sunday morning
RENTAL (Ceremony chairs + dance floor)	White Night Rentals	Ani	818-409-9432	11:00 AM	Sunday morning
RENTAL (Flatware + glassware)	Borrowed Blu	Catie	310-963-3058	10-11 AM	11:30 PM
VIDEOGRAPHERS (2p)	Elysium Productions	Julie	714-357-5846	12:30 PM	9:30 PM
WEDDING PLANNER (3P)	Bella Destinee	Katie	213-220-5564	11:00 AM	11:00 PM
<b>IMPORTANT NOTES</b>					
Table 1- 11 Table 2- 10 Table 3- 10 Table 4- 10 Table 5- 11 Table 6- 10 Table 7- 11 Table 8- 11 (10 kids + 1 vendor meal for the nanny) Table 9- 11 (2 Vegans) Table 10- 9 Table 11- 9 Table 12- 8 (3 Vegans) Head table- 16 ** CHOCOLATES & SWANS ON THE HEADTABLE					

Getting Ready 8:00 AM to 3:00 PM		
Time	Program	Vendors
8:00 AM	Hair & make up team arrives/ All bridesmaids at the hotel	HMU + Bridesmaids
8:30 AM	Start Hair & Make up for the bridesmaids	Bride..BM , 1 MOM, 2 grandmothers
10:00 AM	Starts make up & hair for Chanelle	Bride / Artist -Valerie
11:00 AM	Wedding Coordinators arrive and oversee the set up at HBA	Team Bella
11:00 AM	Florist arrives sets up the ceremony area first	Florist delivers the personal flowers to the bridal suite -
12:00 PM	Groom & groomsmen arrive at the hotel and have a lunch together	Groom & groomsmen
12:30 PM	Finish touching up for the bride & bridesmaids	HMU
12:30 PM	Photographers/Videographers arrive and start taking getting ready photos of the bride and family	Photo + Videographers
12:30-1:30 PM	Getting ready, details and candid moments	Photo + Videographers
12:45 PM	Groom & groomsmen changes into the suit when the photographer is in your room	Groom & groomsmen
1-1:15 PM	Chanelle changes into the wedding dress	Chanelle & bridesmaids
1:30-1:45 PM	First look (just the bride & groom only)	Bride & groom
1:45-2:00 PM	Invite the bridesmaids & groomsmen for the group photos	Wedding Party
1:45 PM	Extended family arrive for the photos	Family
2- 2:30 PM	Family photos (shot list provided to the photographer)	Bride & groom's families
2:30-3:00 PM	More romantics for B & G	B & G
3:00 PM	Ceremony musicians arrive & sound check	Harp trio check in & sound check
3-3:30 PM	Wedding party rests in the suite	Wedding party
3-3:30 PM	Ceremony detail photos	Photographers/Videographers
3:30 PM	Sound check with the officiant	Harp Trio & Officiant
3:45 PM	Wedding party line up	Wedding party
4:00 PM	Wedding party final check	Wedding party in line



# Risk 风险评估表

## Risk Register

Project Title: Sue and Jacob's Wedding

Date: 5/16/2020

Prepared by: GMLV event Version: 4

#	Title	Description	high, 1-low)	Impact (5-high, 1-low)	Score	Risk Response Strategy	Next Steps	Owner	Status
1	Poor Coommunication	Poor communication between the planner and couple during the quoting processes resulting in	3	5	15	Mitigate	Send out the survey before the couple meeting.	Vrandha	Active
9	Social media exposure	Social media exposure from guests tagging the event bring company more potential business.	3	4	12	Enhance	Set up an instagrammable photo booth /create instagram # hashtags	Glaucia	Active
3	Vendor delay	Key vendors (i.e.food, audio, floral) delayed prior to the start of the wedding putting the wedding behind the	2	5	10	Mitigate	Munira will send out the final schedule to all vendors one week before the wedding day;	Munira	Active
10	Free performance	Talented guests wanting to perform for the wedding	3	3	9	Accept	Wait for the opportunity to come	Glaucia	Active
5	Power outage	Power outage during the wedding that lasts the entirety of the event	2	4	8	Escalate	Escalate it to the venue to solve those kind of technical issues when signing the contract with	Vrandha	Active
6	Bad weather	Heavy rain during the wedding	2	4	8	Mitigate	Have a weather backup plans: Inform venue to let them help transform to an indoor space;	Lilian	Active
4	Vendor got canceled	Vendor cancels 5 days prior to the wedding	2	3	6	Mitigate			
2	Terminated wedding	Couple calling off the wedding due to personal issue	1	5	5	Accept			
8	Ring misplaced	The ring are misplaced by the best man on the wedding day.	1	5	5	Mitigate			
7	Food poisoning	Guests getting food poisoning during the wedding which could result in law suits	1	4	4	Transfer	Contract	Lilian	Active

# Risk Response 风险响应

## Poor Communication -Survey

Select Three Words From the Following List That Best Describes Your Wedding Day Vision:

Elegant	Romantic	Rustic
Simple	Sophisticated	Country
Party	Glamorous	Magical
Celebration	Contemporary	Festive
Grand	Funky	Conservative
Traditional	Vintage	Modern

Other Words Not Listed That Describes Your Wedding Day Vision:

Will You Be Incorporating DIYs Into Your Wedding? Yes/No

If Yes, Please List Some of Your DIYs:

How Many Bridesmaids, Including Maid of Honor?

Name of Your Bridesmaids:

How Many Groomsmen, Including Best Man?

Name of Your Groomsmen:

How Many Ushers?

Name of Your Ushers:

Will You Have a Flower girl(s)? If So, How Many?

Name of Your Flower Girl(s):

Will You Have a Ring Bearer(s)? If So, How Many?

*Please circle the category or categories you are interested in getting more information from to help plan your wedding:*

Bridal Shops  
Alterations  
Looking Good  
Wedding Cakes  
Reception Hall  
Decorations  
Invitations  
Gifts  
Florists

Rental  
Hotel Accommodations  
Officiant  
Ceremony Sites  
Consultants  
Limousine  
Photographer  
Videographer  
Jewelry

Honeymoon Packages  
Tuxedos  
Events  
Specials  
Real Estate  
Insurance  
Loan Information  
Relationship Education  
Entertainment – Type:

*Provide payment information below **only** for the reservation and payment of wedding "Day Of" services.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ |

Visa

MasterCard

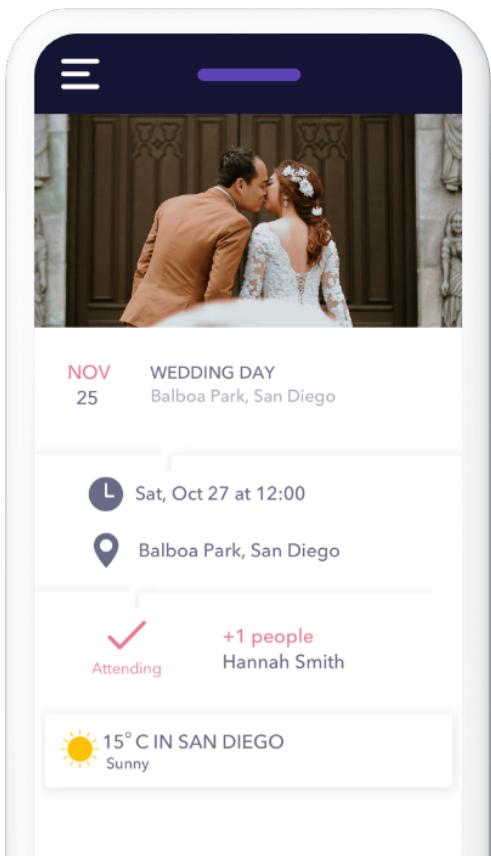
AMEX

Discover

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

# Risk response

Poor Communication - Wedding App



4:21 PM 100%

SCHEDULE

TODAY WEEK

December 2014

28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

- ADDRESSING CARDS
- BOOK LIGHTING COMPONENTS
- NEGOTIATE THE MENU

4:21 PM 100%

PLANNING CHECKLIST

PARTY INVITATION GUEST LIST SCHEDULE BUDGET

BUDGET

BALANCE EXPENSES

\$ 000 \$ 36 000

WEEK THIS MONTH ALL TIME

\$ 20 000

MON TUE WED THU FRI SAT

COOKIES \$ 1000

CALLIGRAPHER \$ 500

OFFICIANTS \$ 5500

4:21 PM 100%

Virginia & Steve

1 Table 2 Table 3 Table 4 Table 5 Table 6 Table



# Risk response

## Social Media Exposure



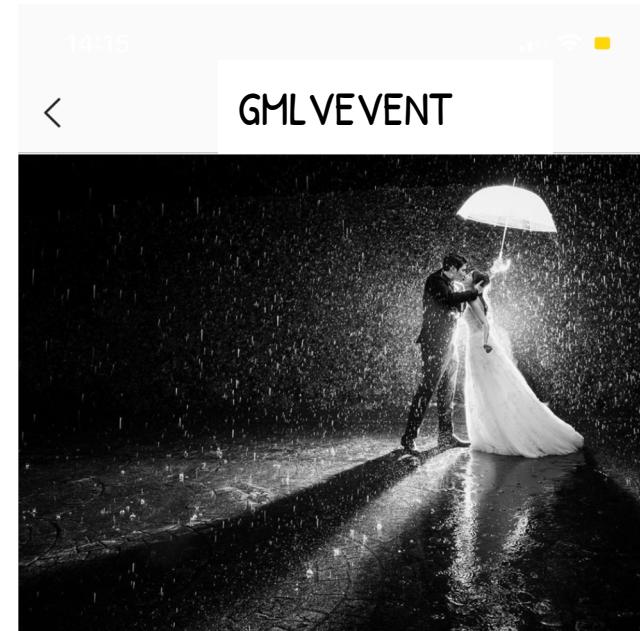
### MEDIA & PRESS



LET'S GET CONNECTED!



@GMLevent



351 likes

GML EVENT This was the most important moment for Sue and Jacob @Hotel Bel-Air If rain is in the forecast of your big day, have faith that it will be very beautiful and special.

Tag your amazing moments with #givemelove, let's share the beauty of life!



# Risk response

## Vendor delay - Check list /Contact sheet



### 2 Weeks Before Wedding Day

- Finalize Seating Chart & Name Cards
- Pick Up Gown & Bridesmaids Dresses
- Confirm All Travel/Transport Arrangements
- Call Guests Who Have Not Replied
- Have Hair Trial
- Have Makeup Trial

### 1 Week Before Wedding Day

- Pack for Honeymoon
- Reconfirm Arrangement with Vendors
- Collect Wedding Gown, Bridesmaid, Flower Girl, Ring Bearer, Men's Attire and accessories
- Give Final Guest Numbers to Venue & Caterer
- Make a Makeup Emergency Kit
- Encourage Groom to Have His Hair Cut
- Decide on Perfume for Wedding Day
- Get Lots of Sleep
- Have Facials, Skin Treatments, Waxing Completed

### Vendor Contact Sheet

EVENT NAME: _____	EVENT DATE: _____
CEREMONY VENUE: _____	TIME: _____
RECEPTION VENUE: _____	TIME: _____

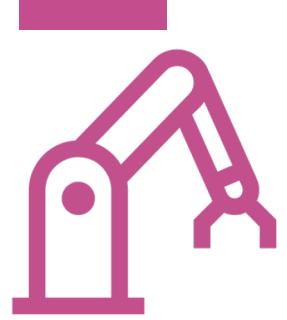
VENDOR TYPE	VENDOR NAME	VENDOR PHONE	CONTACT	TIME OF ARRIVAL
Coordinator	Simply Southern Events	(903)123-4567	Chelsea Barton	
Florist				
Caterer				
Bakery				
Hair				
Makeup				
Photographer				
Videographer				
Tailor				N/A
Ceremony Venue				
Reception Venue				
Rentals				
Linens				
Officiant				
Band				
DJ				
Other				

NOTES:

We've got you  
covered !

## Bridal Emergency Kit





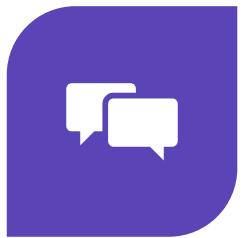
# Quality 质量管理



CLIENT  
SATISFACTION



ATTENDEE  
SATISFACTION



SOCIAL MEDIA  
MENTIONS



REVENUE AND  
EXPENSES



INTANGIBLE  
MEASURES



# Communication 沟通管理

Stakeholders	Information	Frequency	Method	Remarks
Sue & Jacob	Status update on the progress of the project	Weekly updates / Email as needed / 4 X face-to-face meetings before the wedding	F2F/Email/ Phone	Meetings at the office and over luncheons : 7/3, 7/10, 7/17, 7/24
Bride and Groom's Family	Update on budget and schedule	Email updates as needed	Email/ Phone	
Wedding vendors	Communicate day-of schedule and logistics	Weekly updates since 6 weeks ahead	F2F/ Email/ Phone	
Wedding Guests	Update on accomodation and trasport facility	Email updates as needed	Email/ Phone	
Members of wedding party	Venue and schedule updates	Email updates as needed	Email/ Phone	
Project Team members	Schedule, budget, and rundown review	Emails/ Meetings as needed	F2F/ Email/ Phone	Meetings at the office and over luncheons : 7/3, 7/10, 7/17, 7/24



# Project Status Report - June

项目状态报告 - 六月

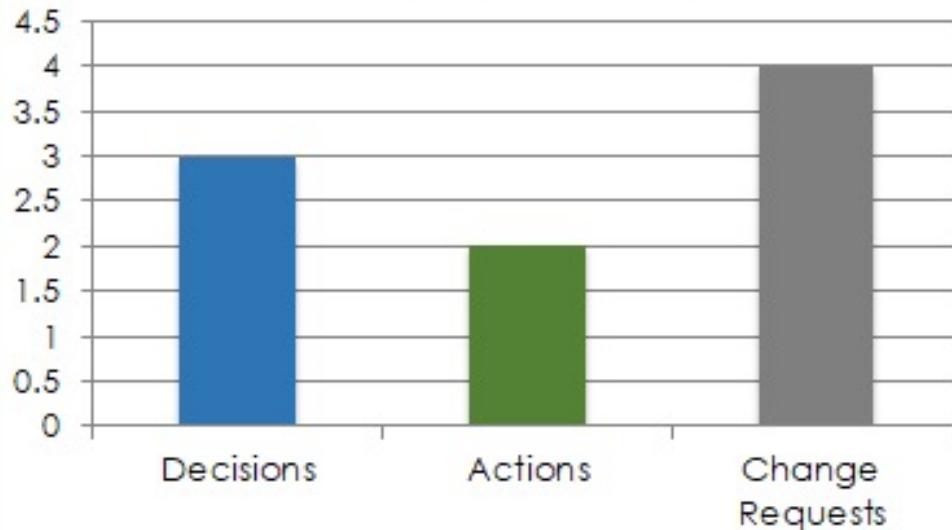
WBS Element	Cost	Schedule	Budget at Completion
	CPI	SPI	(\$)
	(EV/AC)	(EV/PV)	(BAC)
1.1 Food Service	0.73	1.08	\$18,000.00
1.2 Beverages	1.08	1.08	\$5,000.00
1.3 Vendors	1.02	0.75	\$17,000.00
1.4 Flowers	0.46	1.08	\$10,000.00
1.5 Photography and videography	1.30	1.08	\$12,000.00
1.6 Hotel and transportation	1.21	1.08	\$28,000.00
<b>Totals</b>	<b>0.90</b>	<b>1.02</b>	<b>\$90,000.00</b>

Project Performance

Over Budget

Ahead of schedule

## Pending Items



## Overall Task Status



## Budget

