



SupportCorps TGIF Conference



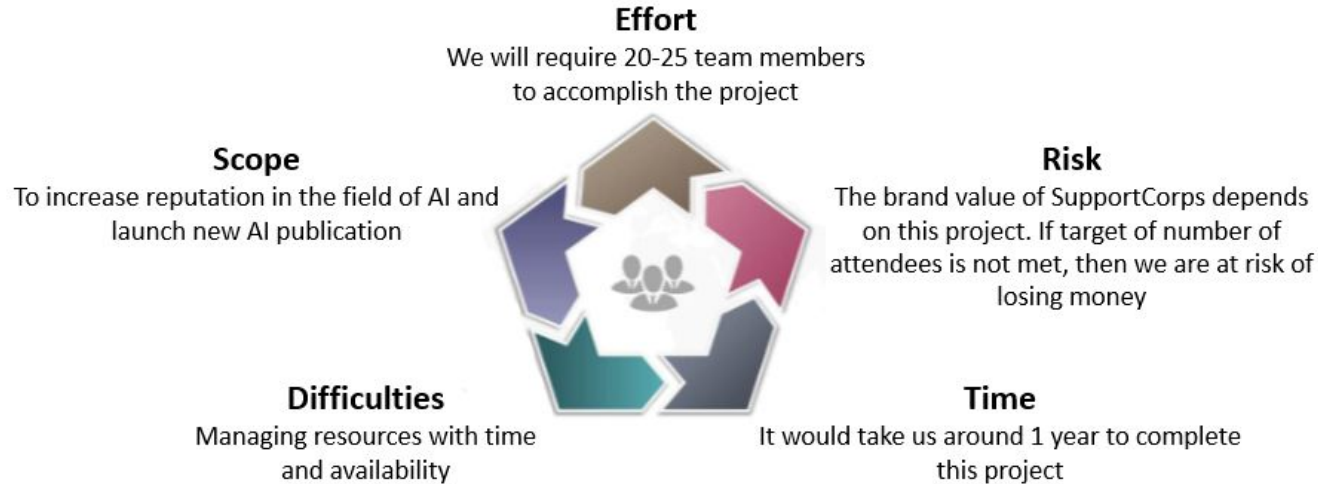
Team 17

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Project Objective



To set the stage to launch new AI publication: host a 3 day conference in Silicon Valley within 1 year that will bring in 2,000 attendees and feature keynote speakers from TGIF and Fortune 500 companies.

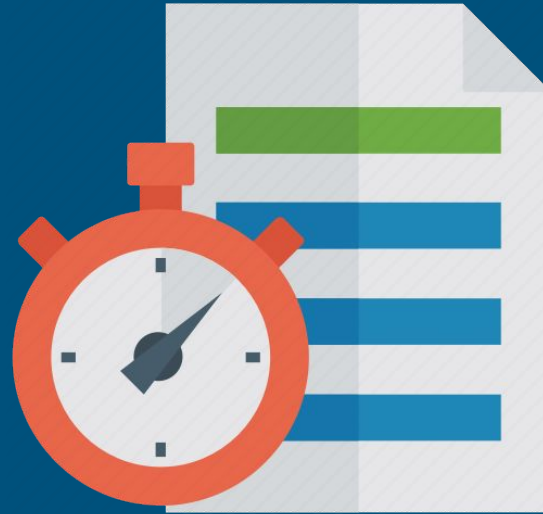


Project Resources



Name	Standard Rate
AI Content Coordinator	\$0/hr
PR and Logistics Coordinator	\$40/hr
On day Event Manager	\$150/hr
Marketing Team	\$40/hr
Website Admin	\$58/hr
Designer	\$45/hr
Registration/Outreach Team	\$40/hr
Event Management Team	\$58/hr

Project Charter



Deliverable <hr/>	Team Members Required	Brief Description
Planning	AI Content Coordinator Event Management Team	Deciding the agenda of the presentation and strategy of the speakers.
Content(Speakers/Experts)	AI Content Coordinator Event Management Team	Decide on keynote speakers who are revered personalities in the field of AI. Speakers can be both, in-house TGIF experts and professionals from the field.
Partnerships	Event Management Team	Setting up strategies to build partnerships with sponsors

Deliverable	Team Members Required	Brief Description
Attendee Management	Registration/Outreach Team Designer	Managing the guests and their requirements.
Marketing	Marketing Team Website Admin PR and Logistics Coordinator	Promoting the event through various platforms to the targeted attendees.
Conference Operations	On day Event Manager	Take decisions about venue booking and equipments. Also ensure Security and take care of Technology requirements.

<u>Deliverable</u>	Team Members Required	Brief Description
Administration	Event Management Team Registration/Outreach Team	Handling tasks like ticketing, catering, photography and other managerial tasks.
Project Close-out	Event Management Team	Handing off deliverables, archiving documents, closing out contracts and moving resources to new projects.

Project Deliverables



Planning

- Includes Creation of Agenda, Location Selection, Speakers and Attendees Strategy and Vendors or Sponsors search.
- Cost: \$6,500
- Time: 50 days

1.1	Planning	50 days	222 hours	\$6472.80	2/5/20 8:00 AM	4/14/20 5:00 PM		Fixed Units	Taking the highest sta...	
1.1.1	Agenda/Content	30 days	50.4 hours	\$696.00	2/5/20 8:00 AM	3/17/20 5:00 PM		Fixed Duration		AI Content Coordinator[16%];Event Manageme
1.1.2	Location Selection	30 days	22.8 hours	\$1322.40	2/5/20 8:00 AM	3/17/20 5:00 PM		Fixed Duration		Event Management Team[10%]
1.1.3	Speaker Strategy	20 days	30.4 hours	\$371.20	3/18/20 8:00 AM	4/14/20 5:00 PM	3;4	Fixed Duration		Event Management Team[4%];AI Content Coor
1.1.4	Attendee Strategy	20 days	30.4 hours	\$371.20	3/18/20 8:00 AM	4/14/20 5:00 PM	3;4	Fixed Duration		AI Content Coordinator[15%];Event Manageme
1.1.5	Vendors/Sponsors	20 days	88 hours	\$3712.00	3/18/20 8:00 AM	4/14/20 5:00 PM	3;4	Fixed Duration		AI Content Coordinator[15%];Event Manageme

Content(Speakers/ Experts)

- Includes identifying and confirming the details about the Industry, academia and the public sector
- Cost: \$900
- Time: 70 days

Content (Speakers/Exp	70 days	76 hours	\$881.60	4/15/20 8:00 AM	7/21/20 5:00 PM		Fixed Units	The same assumption ...	
Identifying	60 days	72 hours	\$835.20	4/15/20 8:00 AM	7/7/20 5:00 PM		Fixed Units		
Academia	60 days	24 hours	\$278.40	4/15/20 8:00 AM	7/7/20 5:00 PM	5	Fixed Duration		AI Content Coordinator[4%];Event Managemen
Industry	60 days	24 hours	\$278.40	4/15/20 8:00 AM	7/7/20 5:00 PM	5	Fixed Duration		AI Content Coordinator[4%];Event Managemen
Public Sector	60 days	24 hours	\$278.40	4/15/20 8:00 AM	7/7/20 5:00 PM	5	Fixed Duration		AI Content Coordinator[4%];Event Managemen
Confirming	10 days	4 hours	\$46.40	7/8/20 8:00 AM	7/21/20 5:00 PM	10;11;12	Fixed Duration		AI Content Coordinator[4%];Event Managemen

Partnerships

- Finding AI vendors and Tech Companies
- Cost: \$4,700
- Time: 20 days

1.3	Partnerships/Procurement	20 days	80 hours	\$4640.00	4/15/20 8:00 AM	5/12/20 5:00 PM		Fixed Units	A 4 person team with 1...	
1.3.1	Tech companies	10 days	40 hours	\$2320.00	4/15/20 8:00 AM	4/28/20 5:00 PM	2	Fixed Duration		Event Management Team[50%]
1.3.2	AI Vendors	20 days	40 hours	\$2320.00	4/15/20 8:00 AM	5/12/20 5:00 PM	2	Fixed Duration		Event Management Team[25%]

Attendee Management

- Creating a list of guests, sending confirmation emails, designing and printing Handouts and fulfilling other guests requirements_
- Cost: \$7,000
- Time: 130 days

1.4	☐ Attendee Management	130 days	172 hours	\$7080.00	4/15/20 8:00 AM	10/13/20 5:00 PM		Fixed Units	A 5 person outreach te...	
1.4.1	Guest List	40 days	25.6 hours	\$1024.00	4/15/20 8:00 AM	6/9/20 5:00 PM	6	Fixed Duration		Registration/Outreach Team[8%]
1.4.2	RSVPs	50 days	28 hours	\$1120.00	6/10/20 8:00 AM	8/18/20 5:00 PM	18	Fixed Duration		Registration/Outreach Team[7%]
1.4.3	Handouts	30 days	38.4 hours	\$1656.00	8/19/20 8:00 AM	9/29/20 5:00 PM	19	Fixed Duration		Designer[10%];Registration/Outreach Team[6%]
1.4.4	Special Needs	40 days	80 hours	\$3280.00	8/19/20 8:00 AM	10/13/20 5:00 PM	19	Fixed Duration		Designer[5%];Registration/Outreach Team[20%]

Marketing

- This includes Physical and Online marketing, Press/Media marketing, Merchandising and Public Relations.
- Finally taking feedback of this marketing process.
- Cost: \$32,300
- Time: 110 days

1.5	Marketing/Communica	110 days	680.8 hours	\$32272.00	4/15/20 8:00 AM	9/15/20 5:00 PM		Fixed Units	A 3 person marketing t...	
1.5.1	Physical	60 days	192 hours	\$7680.00	4/15/20 8:00 AM	7/7/20 5:00 PM	2	Fixed Duration		Marketing Team[40%]
1.5.2	Online	100 days	280 hours	\$16240.00	4/15/20 8:00 AM	9/1/20 5:00 PM	2	Fixed Duration		Website Admin[35%]
1.5.3	PR	30 days	48 hours	\$1920.00	4/15/20 8:00 AM	5/26/20 5:00 PM	2	Fixed Duration		PR and Logistics Coordinator[20%]
1.5.4	Press/Media	30 days	120 hours	\$4800.00	5/27/20 8:00 AM	7/7/20 5:00 PM	2;25	Fixed Duration		Marketing Team[50%]
1.5.5	Merchandise	2 days	8.8 hours	\$352.00	5/13/20 8:00 AM	5/14/20 5:00 PM	14	Fixed Duration		Marketing Team[55%]
1.5.6	Feedback/Sales Analysis	10 days	32 hours	\$1280.00	9/2/20 8:00 AM	9/15/20 5:00 PM	23;24;25;26	Fixed Duration		Marketing Team[40%]

Conference Operations

- Includes selection of Venue, ensuring Security at the event and having Technology to enable live streaming.
- Cost: \$228,000
- Time: 132 days

1.6	☐ Conference Operations	93 days	12 hours	\$228070.00	6/10/20 8:00 AM	10/16/20 5:00 PM		Fixed Units		
1.6.1	☐ Venue	93 days	0 hours	\$223790.00	6/10/20 8:00 AM	10/16/20 5:00 PM		Fixed Units	These costs would be fi...	
1.6.1.1	Booking	4 days	0 hours	\$53720.00	6/10/20 8:00 AM	6/15/20 5:00 PM	18	Fixed Duration		Booking
1.6.1.2	Rooms and Equipment	3 days	0 hours	\$54960.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Rooms and Equipment
1.6.1.3	Tables/Chairs	3 days	0 hours	\$4160.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Tables/Chairs
1.6.1.4	Decorations	3 days	0 hours	\$1390.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Decorations
1.6.1.5	Music	3 days	0 hours	\$4360.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Music
1.6.1.6	Lighting	3 days	0 hours	\$4500.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Lighting
1.6.1.7	Furnishing	3 days	0 hours	\$0.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Furnishing
1.6.1.8	Signage	3 days	0 hours	\$4500.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Signage
1.6.1.9	Food and Beverage	3 days	0 hours	\$96200.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Food and Beverages
1.6.2	Security	3 days	0 hours	\$2480.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Security
1.6.3	☐ Technology	1 day	12 hours	\$1800.00	10/14/20 8:00 AM	10/14/20 5:00 PM		Fixed Units	A single senior employ...	
1.6.3.1	Live Streaming	1 day	5.6 hours	\$840.00	10/14/20 8:00 AM	10/14/20 5:00 PM	2;17;31	Fixed Duration		On day event Manager [70%]
1.6.3.2	Audio/Visual	1 day	6.4 hours	\$960.00	10/14/20 8:00 AM	10/14/20 5:00 PM	2;17;31	Fixed Duration		On day event Manager [80%]

Administration

- Handling tasks like Ticketing, Security, Photography, Catering, Cleaning and other tasks on the day of the event.
- Also includes Budget Management; calculation of revenue and expenses.
- Cost: \$17,000
- Time: 133 days

1.7	Administration	134 days	338.4 hours	\$15595.20	4/15/20 8:00 AM	10/19/20 5:00 PM		Fixed Units	Assuming a 4 person te...	
1.7.1	Staffing (Volunteers/)	4 days	114.4 hours	\$6635.20	10/14/20 8:00 AM	10/19/20 5:00 PM		Fixed Units		
1.7.1.1	Ticketing	2 days	9.6 hours	\$556.80	10/14/20 8:00 AM	10/15/20 5:00 PM	17	Fixed Duration		Event Management Team[60%]
1.7.1.2	Security	3 days	13.2 hours	\$765.60	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Event Management Team[55%]
1.7.1.3	Tables Set Up	1 day	8 hours	\$464.00	10/14/20 8:00 AM	10/14/20 5:00 PM	17	Fixed Duration		Event Management Team
1.7.1.4	MC/Hosts	3 days	14.4 hours	\$835.20	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Event Management Team[60%]
1.7.1.5	Photography	3 days	13.2 hours	\$765.60	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Event Management Team[55%]
1.7.1.6	Caterers	3 days	24 hours	\$1392.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Event Management Team
1.7.1.7	Cleaning Staff	3 days	24 hours	\$1392.00	10/14/20 8:00 AM	10/16/20 5:00 PM	17	Fixed Duration		Event Management Team
1.7.1.8	Breakdown	1 day	8 hours	\$464.00	10/19/20 8:00 AM	10/19/20 5:00 PM	52	Fixed Duration		Event Management Team
1.7.2	Budget	133 days	224 hours	\$8960.00	4/15/20 8:00 AM	10/16/20 5:00 PM		Fixed Units		
1.7.2.1	Revenue	130 days	160 hours	\$6400.00	4/15/20 8:00 AM	10/13/20 5:00 PM		Fixed Units		
1.7.2.1.1	Ticket MGMT	90 days	64 hours	\$2560.00	4/15/20 8:00 AM	8/18/20 5:00 PM	6	Fixed Work		Registration/Outreach Team[9%]
1.7.2.1.2	Sponsor MGMT	130 days	96 hours	\$3840.00	4/15/20 8:00 AM	10/13/20 5:00 PM	7	Fixed Work		Registration/Outreach Team[9%]
1.7.2.2	Expenses	133 days	64 hours	\$2560.00	4/15/20 8:00 AM	10/16/20 5:00 PM	2	Fixed Work		Registration/Outreach Team[6%]

Project Close-out

- Cost: \$200
- Time: 2 days

1.8	Project Close-Out	2 days	3.2 hours	\$185.60	10/20/20 8:00 AM	10/21/20 5:00 PM	Fixed Duration	Event Management Team[20%]
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Cost & Duration Estimation



Deliverable	Cost(\$)	Start Date	End Date	Duration
Planning	6472.80	02/05/20	04/14/20	50
Content	881.60	04/15/20	07/21/20	70
Partnerships	4640	04/15/20	05/12/20	20
Attendee Management	7080	04/15/20	10/13/20	130
Marketing	32272	04/15/20	09/15/20	110
Conference Operations	228070	06/10/20	10/16/20	93
Administration	15595.50	04/15/20	10/19/20	134
Project Close-out	185.60	10/20/20	10/21/20	2
Total	295197.20	02/05/20	10/21/20	186

Recommendations

- Offer lower ticket prices to incentivize higher event turnout
 - Greater exposure for AI publication
 - Better reach for sponsors and AI vendors
- Leverage no cost associated with AI Content Coordinator
 - Speed up any deliverables that are falling behind
 - If opportunities arise for quality speakers, then content elements can be added to finalized deliverables
 - Make arrangements for back-up speakers in case someone misses out at the last moment
- Keep strong documentation
 - If the conference is successful, then the documentation will help reduce cost for the next conference

Thank You!