

Project Management Scope Management Exercise - Team 17

Project Objective

In order to launch the new AI publication, TGIF will host a 3 day conference in silicon valley within 1 year that will bring in 2000 attendees and feature keynote speakers from TGIF and Fortune 500 companies.

Project Charter

Deliverable	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 in order to be a large revenue generator for the event.
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 and sponsors.
Conference Operations	On day Event Manager	Take decisions about venue booking and equipment. Also ensure Security and take care of Technology requirements.
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.
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WBS

- 1 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
 - 1.3 Partnerships/Procurement
 - 1.3.1 Tech companies
 - 1.3.2 AI Vendors
 - 1.4 Attendee Management
 - 1.4.1 Guest List
 - 1.4.2 RSVPs
 - 1.4.3 Handouts
 - 1.4.4 Special Needs
 - 1.5 Marketing/Communications
 - 1.5.1 Physical
 - 1.5.2 Online
 - 1.5.3 PR
 - 1.5.4 Press/Media
 - 1.5.5 Merchandise
 - 1.5.6 Feedback/Sales Analysis
 - 1.6 Conference Operations
 - 1.6.1 Venue
 - 1.6.1.1 Booking
 - 1.6.1.2 Rooms and Equipment
 - 1.6.1.3 Tables/Chairs
 - 1.6.1.4 Decorations
 - 1.6.1.5 Music

- 1.6.1.6 Lighting
 - 1.6.1.7 Furnishing
 - 1.6.1.8 Signage
 - 1.6.1.9 Food and Beverage
 - 1.6.2 Security
 - 1.6.3 Technology
 - 1.6.3.1 Live Streaming
 - 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
 - 1.7.1.3 Tables Set Up
 - 1.7.1.4 MC/Hosts
 - 1.7.1.5 Photography
 - 1.7.1.6 Caterers
 - 1.7.1.7 Cleaning Staff
 - 1.7.1.8 Breakdown
 - 1.7.2 Budget
 - 1.7.2.1 Revenue
 - 1.7.2.1.1 Ticket MGMT
 - 1.7.2.1.2 Sponsor MGMT
 - 1.7.2.2 Expenses
- 1.8 Project Close-Out

Cost Estimation:

According to the way we are looking at the planning for this conference, we think that it will cost around **\$295,197.20**.

Scheduling:

Since it is a 3 day conference with an expected attendance of 2000, we expect the planning and execution phase to take around **186 business days**.