



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Course

Code

Thursday

Master

Date

08 / 05 / 2021.

(PMG506)

Advanced project Management

Summer Festival Project

Introduction

We are an event management company working on organizing event and the process of analyzing, planning, marketing, producing and evaluating an event with the people involved in supporting the event, organizers, sponsors, partners, and supporting Agencies.

Organizing a perfectly well planned, well conducted event requires the supervision and services of well trained and experienced event professionals. The success of an event is depends on how well project manager well organize the project and up to which extent he is able to achieve event and the company objectives.

The project manager needs to prepare a business and work plan after going through the conducted market research, market analysis, competitor's analysis, and the SWOT analysis.

Methodology

In this project research we are going to demonstrate one of the project manager roles which is by identify and describe the purpose, scope, and objectives of the project presented by using project charter.

Furthermore, we need to first explain what is Project Charter?

It is a formal typically short document that describes our project in its entirety including what the project objectives are, how it will be carried out and who the stakeholders are. It is a crucial ingredient in planning out the project because it is used throughout the project lifecycle.

According to Knowledge hut "The main purpose of the project charter is the formal authorization of the project and the go-ahead to commit organizational resources to it;

without a project charter, the project can be canceled anytime and for any reason and can be subject to an audit as an unauthorized project".

PROJECT CHARTER

Project Name:

Summer Festival Event

Project start date:16/6/2021

project end date:26/6/2021

1.Project Milestones and schedule
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| <ul style="list-style-type: none">- Start the site constructions 16/6/2021- Build the stage 17/6/2021- Equipment delivery 20/6/2021- Equipment testing 22/6/2021- Furniture delivery 23/6/2021- Program rehearsal 24/6/2021-25/2021- Main event performance 26/6/2021 |
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Budget information

<i>Budgeted 500000 \$ including site development</i>
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Project Manager

Bandar Al Abdulaziz

Project Objectives		
- To present a world class celebration of entertainment that enriches the culture, economic, and social vitality.		
Project Organizational Structural		
Function	Name	Role
Constructions	Dani	GM
Logistics	Moe	Manager
Event Coordination	Sarah	Coordinator
Stakeholders		
- Audience - Management office - Sponsors		
Project Authorization		
Approved by:	Business Manager Mohammed Jamal	Date 20/5/2021
Approved by:	Project Manager Bandar Al Abdulaziz	Date 20/5/2021

Results and Discussion

By using the Project charter it become so clear how the responsibilities are distributed among the team member and the framework has been identified to all members and stakeholders.

Next step will be constructing a WBS in order to give all member a detailed information on what they have to accomplish to archives the objectives.