

An Introduction to Project and Event Management

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How do you feel about Event
and/or Project Management?

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What would you define as a project?

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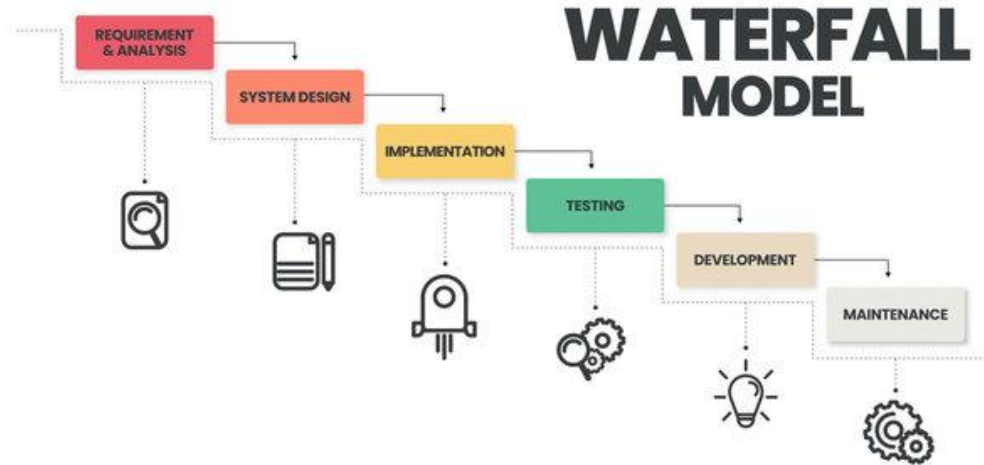
What would you class as a project?

Project management is the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project [acceptance criteria](#) within agreed parameters. Project management has [final deliverables](#) that are constrained to a finite timescale and budget.

A key factor that distinguishes project management from just 'management' is that it has this final deliverable and a **finite timespan**, unlike management which is an ongoing process. Because of this a project professional needs a wide range of skills; often technical skills, and certainly people management skills and good business awareness.

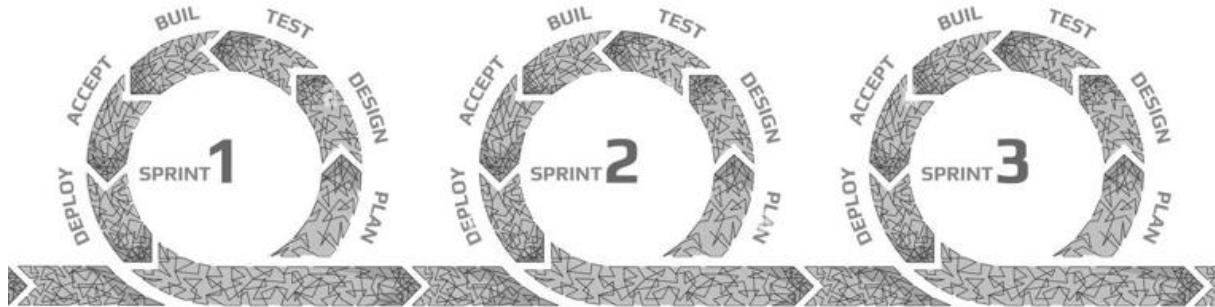
Definition from [APM Body of Knowledge 7th edition](#)

Project Management Approaches



Project Management Approaches

AGILE INNOVATIVE TECHNOLOGIES



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What are the types of projects and events you will be involved in?

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Scope Phase:

- **Project Summary**
 - Create a short Summary of the project and scope any factors that are out of scope
- **Objectives**
 - What are the overarching strategic objectives for this project?
- **Deliverables**
 - What Key Operational Activity will the project deliver to achieve the objectives?
- **Benefits**
 - What are the benefits of delivering this project?
- **Resources**
 - What do you require to deliver this project?
- **Project Timeline and Key Milestones**
 - Include any milestones, such as funding, system change or existing timelines such as the recruitment cycle
- **Known Risks**
 - Consider all Risks, Financial, Reputation and legislative risks. How do you mitigate this?
- **Key Stakeholders**
 - Consider internal and external stakeholders, including reporting lines

You have been asked to project manage/organise a visit to campus for 500 year 12 students. You will need to identify the schools you want to invite, but you only have capacity for 15 schools due to car parking restrictions.

The brief you have is: It must be interactive, with academic involvement and allow students to ask questions to current students studying a variety of subjects. The time of year is a tricky time for exams on campus, but senior management are insisting this event needs to happen within the next 3 months due to the end of the financial year and funding not being available after this.

How would you go about organising this visit and what are the types of things you would consider to make this event successful and gain feedback if the event was to run again in the future.

Areas to consider:

- Date
 - Timings of the Event
- Location
 - Have you booked the relevant spaces on campus?
- Travel – How are the visitors going to get to you?
 - Bus Parking / Car Parking / Security
- Staffing – How do you identify your speakers?
 - Ambassadors / Support Staff
- Booking Process – Communications
 - How will you manage this?
 - What systems are available?
- Advertising / Promotion
 - Who can support you with this?
- Catering
 - Do you want to feed the visitors?
- Budget
 - What is your budget, how do you work out your costs?
- Tech Support
 - Do you know what your requirements are?
- Who are your key contacts?
- Do you need to train/brief your staff?
- Risk Assessments/Medical Support?
- Cleaning?
- Hired in Services?

Two weeks before your event, you have found out that several of your academics supporting the event are going on a two-day strike on the same day of your event and will not be able to support the event.

Schools have booked coaches and are looking forward to the event. Catering has been ordered and some external speakers are all unable to be moved to another day and have been paid for.

How would you go about organising this visit with this new information and how would you manage this situation?

Resources to support your project/event planning:



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Audience Q&A Session

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Any Questions?

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