Project Reflections on Corporate Dinner

Hope Inc. Members:
Margaret Roberts – PM
Earl Charles
Sandra Lawrence
Shawna Charles
Stage 1 – Definition of Project

Project Life Cycle

Specification of project defined; project objectives established; teams formed; major responsibilities assigned

– What Hope Inc. did
Objectives were to do the following -

- To raise EC $2,000 for GNPKFI
- To execute effective project management skills
- To have fun while learning

The Corporate Dinner enabled the group to achieve all three because of its successful outcome.

A project is a complex, non-routine, one-time effort limited by time, budget, resources & specifications.
Stage 2 – Planning

Project Life Cycle

Schedules
Budgets
Resources
Risks
Stage 2 – Planning cont’d
Project Life Cycle

- Hope Inc Sponsorship Letter
- Ticket
- Stage
Sunday, March 23, 2008

The Manager
The Computer Store (Grenada) Ltd.
Le Marquis Complex
Grand Anse
St. George’s

Dear Sir/Madam,

Solicitation of Sponsorship

We the members of Hope Inc. are students of St. George’s University currently enrolled in the MBA program. As part of the fulfillment of one of our courses - Project Management, we are required to successfully execute a project, the proceeds of which will be donated to the Kidney Foundation of Grenada.

We have chosen to host a Corporate Dinner on Thursday, March 27th, 2008 at 7 p.m. at the Flamboyant Hotel.

Special features for the evening will be presentations by Dr. Jessamy and renowned author and Professor - Project Management, Oregon State University, Dr. Erik Larson, PMP.

We are asking you to support this fund raising activity by purchasing four (4) tickets. The cost per ticket is $150.

Please make the cheque payable to the Kidney Foundation.

If you need further information you may contact any of the following persons -
Sandra Lawrence – 407-4768
Earl Charles – 405-4463

Yours sincerely,

Margaret Roberts
Project Manager
Corporate Dinner for the Kidney Foundation

A project of the St. George’s University’s Project Management Class
Flamboyant Hotel, St. George’s
Thursday, March 27th 2008, doors open at 7 PM

General Admission—Admit One
Ticket Price $150
Dress Code: Elegantly Casual
Stage 2 – Planning cont’d

Project Life Cycle

Resources: Some Donors/Sponsors
- Grenlec (co-sponsor)
- Cable and Wireless Grenada Ltd (co-sponsor)
- Bulk Buy (donor)
- Country Cold Store (donor)
- Gittens Pharmacy (donor)
- Blue Beard Enterprises (donor)
- Grenada Breweries (donor)
- Grenada Bottling Company (door)
- SGU (donor)
- Glenelg Spring Natural Water (donor)
- Team members
Stage 3 – Executing

Project Life Cycle

Status reports
Changes
Quality
Forecasts
Stage 3 – Executing
Project Life Cycle

- **Status reports:**
  - Project meetings daily
  - Verbal presentations on individual progress
Stage 3 – Executing cont’d
Project Life Cycle

- Changes
  - Venue
  - Menu

- Quality
  - Elegantly decorated surroundings
  - Tasteful musical accompaniment
Stage 3 – Executing cont’d
Venue Options

Low end
- The Flamboyant Hotel & Villas

Upscale
- Calabash Hotel & Villas
- rex resorts
### Stage 3 – Executing cont’d

**Forecasts**

<table>
<thead>
<tr>
<th>Pro Forma Statement of Income</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Attendees</td>
<td>109 attend.</td>
<td>80 attend.</td>
<td>50 attend.</td>
</tr>
<tr>
<td>Ticket Revenue from 114 tickets</td>
<td>17,100.00</td>
<td>17,100.00</td>
<td>17,100.00</td>
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<tr>
<td>Seed money</td>
<td>400.00</td>
<td>400.00</td>
<td>400.00</td>
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<tr>
<td>Gross Revenue</td>
<td>17,500.00</td>
<td>17,500.00</td>
<td>17,500.00</td>
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<tr>
<td>Co-sponsorship of food (60 persons)</td>
<td>(3,800.00)</td>
<td>(3,800.00)</td>
<td>(3,800.00)</td>
</tr>
<tr>
<td>Additional food expense (49;20 persons)</td>
<td>(2,450.00)</td>
<td>(1,000.00)</td>
<td>0.00</td>
</tr>
<tr>
<td>Music</td>
<td>(400.00)</td>
<td>(400.00)</td>
<td>(400.00)</td>
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<tr>
<td>Return of seed money</td>
<td>(400.00)</td>
<td>(400.00)</td>
<td>(400.00)</td>
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<tr>
<td>Net Income</td>
<td>10,450.00</td>
<td>11,900.00</td>
<td>12,900.00</td>
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</table>
Stage 4 – Delivery
Project Life Cycle
Hosting of Dinner
Dinner Highlights

- Photos of highlights and description
Analysis of goals & objectives

■ Goal
   Successful execution of group project

■ Objectives
   Raise $2,000 for the GNPKFI, utilize effective project management skills and have fun during the process

■ Accomplished – yes/no
Challenges & Responses

- Finding a suitable venue
  - Exploration of various options
  - Use of contacts to secure venue

- Getting appropriate stationery, printing letters & tickets free of cost to group
  - Soliciting SGU for stationery & office space, use of contacts/personal resources
Challenges & Responses

- Selling tickets & obtaining sponsorship/donations
  - Prevailing on relationship with target
  - Selling *en bloc* to companies
  - Having a feature presentation

- Collecting monies and donations in time
  - Use of persistent courtesy
  - Indirect use of time constraint
Challenges & Responses

- Achieving team cohesion irrespective of different personalities
  - Avoiding quarrels while allowing for disagreements
Effective Project Management

- Daily progress updates
- To do lists
- Use of network of contacts
  - Social capital
- Formed strategic partnership with GNKPFI
- Made maximum use of resources available e.g.
  - Use of Dr. Larson’s presentation as an attraction to the business community
  - Use of SGU resources
Ineffective Project Management

- Late organization of uniform correspondence for quality presentation to solicited
  - General letter drafted one day but was redone and reprinted the next day
  - Tickets drafted & printed one day but reprinted the next day
  - Envelopes were not uniform
Lessons

- Establish a screening criteria for projects
- Be willing to compromise with team members to achieve objectives
- Keep focused on the goal and the best way to achieve it rather than on personal conflicts