TEAM MEMBERS:

- Jude Bernard
- Andre’ Phillip
- Andrew Charles
- Allen Gilbert
Project Description:

To host a concert showcasing:

- SINGING
- MUSIC
- DRAMA
- COMEDY

So as to raise funds in aid of the Grenada Patient Kidney Foundation!
Reasons For Choosing This Project:

1. The Challenge
2. The Overall Learning Experience
3. Seemed to be a good revenue generator
4. The Fun
Goals and Objectives Analysis

1. To realize a total revenue in excess of $2,000.00
# Projected Revenue & Expense

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Best Case</th>
<th>Likely</th>
<th>Worst Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting Capital</td>
<td>$400.00</td>
<td>$400.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Revenue from food/beverages</td>
<td>$100.00</td>
<td>$50.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Tickets sales</td>
<td>$4,000.00</td>
<td>$2,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$4,500.00</strong></td>
<td><strong>$2,450.00</strong></td>
<td><strong>$1,400.00</strong></td>
</tr>
<tr>
<td>Expenses</td>
<td>($100.00)</td>
<td>($250.00)</td>
<td>($400.00)</td>
</tr>
<tr>
<td>Net Income</td>
<td>$4,400.00</td>
<td>$2,200.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Profit</td>
<td>$4,000.00</td>
<td>$1,800.00</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

Notes: Each ticket cost $20.00
# Actual Revenue & Expense

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting Capital</td>
<td>$400.00</td>
<td>Fixed</td>
</tr>
<tr>
<td>Food and beverage concession</td>
<td>$110.00</td>
<td>Excellent</td>
</tr>
<tr>
<td>Ticket sales</td>
<td>$2,800.00</td>
<td>Good</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$3,795.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Artiste refreshments</td>
<td>$(60.00)</td>
<td>Excellent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expense</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Profit</strong></td>
<td><strong>$3,855.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
Goals and Objectives Analysis

2. To ensure we had quality performers and performances
Performers:

- Island Girls
- Black Wizzard
- Auther Daniels
- Lyndon George (Fatman George)
- Paul Alexander
- Algie Belfon
- Randall Robinson
- Debbie Gilchrist
- Allen Gilbert (Part of The Gift Foundation)
Goals and Objectives Analysis

3. To ensure that we learned from the project.

We learned a great deal.
Areas of Learning

- Planning
- Execution
- Resource management
- Time management
- Budget management
- Coordinating & communicating with other members of the team
Challenges and Responses

#1.

- Obtaining an appropriate venue to host the event
  - Initial attempt failed
  - The team decided that securing the venue is a critical burst activity that demands priority.
  - Within 24hrs we had 2 positive responses, one being the Bell theater which was used and other one remained a contingency.
Challenges and Responses

#2

- Procuring Artiste and ensuring that they turned up to perform
  - Members of the team with the most social capital were used to get artiste on board in sharing our vision of aid to the Kidney Foundation, and very quickly many pledged to freely give of their time, talent and treasure.
Challenges and Responses

#3

- Ensuring that people were knowledgeable of the event (publicity) and that they patronized.
  - The time constraint was really a limitation to amount of publicity that was done, however we used the channel of the corporate community and were successful in having a number of these corporate bodies purchase tickets for their staff, customers and families.
Examples of **Effective** Project Management

1. The decision to change the event date from Saturday 22\(^{nd}\) March to Sunday 23\(^{rd}\) March

   - **Benefits**
     - Earned more time for planning and publicity
     - We were able to have more patrons who would have gone to a weekend activity or “Sand Blast”
Examples of **Effective** Project Management

2. The decision to pre-test AV equipment 3hrs prior to the event.

**Benefits**

- We were able to identify a faulty piece of equipment and replace it, hence reducing the risk of that occurring during the show.
- It gave a sense of relaxation that every thing was working smoothly.
Examples of Effective Project Management

3. The decision to delegate specific responsibilities for the event.

- **Benefits**
  - Reduce the risk of confusion
  - Properly manage the various tasks directly related to the event
  - Team members were able to function where they were most comfortable and equipped.
Examples of Ineffective Project Management

- Not considering the demographics of the student body who were a major target market.

**Consequences**
- Not as much patrons, ultimately not as much revenue
Major Lessons learned from our project

- A project manager must be innovative 😊

- A project manager must seek to ensure that there is little or no risk associated with his/her project 😊

- No matter how efficient a project manager is, a lack of resources can result in failure of the project 😞
Coming Up Next!

Picture Show
Conception of the Project
Planning Meetings
Meeting with the Charity Representative.
Concert cont.
Post-Event Activities.

Checking the Money!
Summary

We consider our project a success and we see the event as only a milestone in the project, which could have only been realized by the determination and resilience of each member coupled with good planning, communication, and execution. Also we are now cognizant that social capital is a valuable currency with high conversion rates when working with time constrained projects.
THE END