

# [The planning of a fifa world cup party](https://assignbuster.com/the-planning-of-a-fifa-world-cup-party/)

## Introduction

I will organize a FIFA World Cup Party in stadium “ Veltinsarena” in Gelsenkirchen, Germany on 11th July 2010, the day FIFA world cup ends in south Africa.

The theme of the party will be Peace and Harmony. This theme is selected keeping in mind the violence which is taking place all over the world among different communities and countries. This theme will be given shape by having a band of international appeal, international food, multiple colors, guests from all over the world, using multiple flags in the stadium and number of other things as well.

## Justification

FIFA world cup is being held in South Africa this time and there are a lot of people all around the world who want to watch the football world cup and celebrate but are not able to get Tickets or Visa to South Africa to watch the event.

Hence FIFA World Cup party will be organized on 11th July 2010 with a view to get participation from all over the world and football loving countries like Arab countries, Eastern Europe countries, Asian and African Countries. This will be multicultural even where citizens of different countries can watch the finals live, support their teams and at the end of the match celebrate in a big manner. This will be like a potpourri where different culture and come and merge which their love for football acting like a catalyst.

Stadium “ Veltinsarena” in Gelsenkirchen, Germany has been chosen because it is accessible from all parts of the world. At the same time this is one of the most modern football stadium of the world with a roof which can cover the stadium in case it rains. Apart from the expandable roof stadium has all the amenities one can need while relishing a football match.

Stadium also organizes hockey grand prix apart from football.

## Facilities

The seating arrangement in the stadium are of the world class quality and the seating capacity is huge. Special arrangements are made in the stadium to handle huge crowd (60, 000 ) during football matches. Stadium already has good arrangements for eating in the form of 15 restaurants, café houses, grilling stations.

It also has a Beer line connected with a brewery nearby, resulting in the huge capacity of the stadium to serve beer to more than 50, 000 people at a time.

Figure 1: Stadium Layout

## Assumptions

The following assumption have been made while planning for the event

This will be a half a day event. It will start before starting of the match.

The stadium has number of huge screens where football match could be watched

Tickets will be required to attend this event

Venue could be used to organize such kind of events

Present time is Feb 2010

## Feasibility Study

These kind of parties are organized at various places in the world during major sports events like Olympics, Football world cup and Ice hockey events etc though on a little smaller scale. But the concept is not a new one. Hence to organize event of this kind will be a tough but not impossible.

## Project Description

Organize a FIFA world cup party on the day of FIFA World Cup finals being held on 11 July 2010 in South America. It will attract people from all over the world who will celebrate this occasion together in peace and harmony.

## Mission Statement

## To ensure that all the guests of the party spend one of their best times of life and go back home with great memories of the party.

## Project Scope

## The following are the activities that are in the scope of the project (What’s In):

Select a Team which will work on the this project

Decide on Ticket Price

Decide on event Theme

Tie up with FIFA

Marketing of the event

Print Advertisement

TV advertisement

Online Marketing

Find Sponsors to fund some part of the event

Invite Celebrities to attract huge crowds

Logistics handling

Find a company to arrange all the logistics

Audio and Lights will be handled by this company

Security Arrangements

Tie up with German Authorities

Decide the food menu

Look for a food catering company

Obtain the rights from the broadcaster to screen the live football match

Select a music band to play songs during the event

## The following are the activities that are not in the scope of the project (What’s not):

Designing of Advertisement

Audio System will be taken care by selected band

## Critical Success Factors

Getting People from all the world

All tickets sold out

50% of the total budget through sponsorship

## Goals and Objectives

## Goals

To organize FIFA football party on 11th July 2010

To get participation from people from all over the world

## Objectives

Make the venue ready by 7th July 2010 including all the testing and trail runs

Run a huge media campaign in the month of May and June 2010 using all the media

Find Sponsors by 10th March 2010

Start the ticket sale by First June 2010

## Milestones and Completion Criteria

Decide the venue and theme of the event

Commitment from Sponsors to fund 50% of the event

Hiring of company to do entire logistics including light and sound

Confirmation from FIFA to make the event more authentic

Confirmation from at least 5 celebrities to attend the event

Hiring of food caterer

Launch of marketing campaign

Start of ticket sale

## Completion Criteria

Sponsors on board

Theme of the event decided

Logistics and Food caterer decided

Celebrities confirmations

## Assumptions and Constraints

Delay in getting permission from German Authorities on the venue and various other permission

Difficulty in obtaining Visa for Germany particularly citizens of Arab Countries

Security concerns due to scale of event

Marketing of the event is a big challenge due to global scale of the event

FIFA might refuse to have tie-up

Broadcaster may refuse to give rights

## Constraints

Operational Constraint

It might be difficult to manage a huge crowd in the stadium. Everyone will expect a royal treatment and will have high hopes which will make it even more difficult to complete the event smoothly. Help from the local administration would be needed to manage the event successfully.

Response Time Constraint

Stating February 2010 preparation time of 6 months might be less when one looks at the various permission that have to be taken to conduct the event successfully. Visa clearances will be tough to obtain by the guests as granting of Visa is a long and slow process.

Financial Constraint

Money will be raised through Sponsors and ticket sale. Hence the budget will be a constraint because ticket price can be increased too much. Too much ticket price may result into low turnout of people which might lead to loses.

HR Constraints

Lots of people would prefer to sit back and enjoy the match rather than working on the final day of the event. Hence finding a manpower on the final day will be a challenge. At the same time this constraint could be handled by going for an advanced Human Resource plan.

## Work Breakdown structure (2 levels)

Work Breakdown structure follows the 100% rule. All the work which is not given in the Work Breakdown structure is out of the scope and collectively Work Breakdown structure should form the entire work. Hence it is the most important part of the entire project management planning.

In our case Work Breakdown structure up-to two levels has been shown.

Project Management

Planning

Project Cost and Schedule Management

Project Scope Management

Resource Management

Quality Management

Risk Management

Theme

Decide the theme

Food Menu

Music Band

Layout of the entire space

‘ Approvals

Venue

FIFA

Broadcasting rights

Sponsors

German companies

International companies

Logistics and Food

Find Caterers

Make the Venue ready

Light and Sound

Seating arrangement

Advertising

Hire a marketing and advertising company

International campaign

Website

Ticket Sale

Through Website

Tie up with FIFA

Security

## WBS Pictorial Representation

Due to space constraint Work Breakdown structure of only first level is shown

## First Level

Figure 2: WBS

## Activities

Only major activities are considered in this part to ensure number of activities is less than 40, because too many activities make it difficult to interpret Gantt Chart.

Project Management

Planning

Prepare Project Charter

Project Cost and Schedule Management

Estimate the cost of the entire project

Estimate deadlines of each activities

Create a Gantt chart

Project Scope Management

Prepare WBS

Resource Management

Estimate the different resources required for the project

Quality Management

Develop QFD document

Risk Management

Develop a Risk and Risk Mitigation document

Theme

Decide the theme

Decide the food menu

Selection of Music Band

Approvals

Get the approval to use the venue from the German Authorities

Get affiliation of FIFA

Get the broadcasting rights

Logistics and Food Caterer

Find a Logistics caterer

Find Caterer for food

Advertising

Hire a marketing and advertising agency

Discuss the theme, scale and budget

Review the advertising plan

Launch of advertisement

Ticket Sales

Through Website

Through FIFA tieup

Security

Security drills

Sponsors

Make list of potential Sponsors

Prepare a proposal for sponsorship

Approach sponsors

## Organization Chart

Flat structure will be followed to manager this kind of a event with lots of responsibility on the Project Manager. At the same time Project Owner will share responsibilities of Project Manager. Head of each division will be reporting to Project Manager who will further report to Project Owner.

Figure 3: Org Chart

## Responsibility Matrix/Human Resource

The following table gives a glimpse of the Human Resources and their prime responsibilities. This list is not exhaustive and only indicates main responsibilities.

## Role

## Responsibility

Project Owner (PO)

Plan the project

Approval of funds

Review and Signing of the contracts

Theme and Venue

Project Manager (PM)

Plan the project

Coordinate all project activities

Keep track of any changes / new developments

Monitor project progress

Allocating and recruitment of resources

Periodic review of the work

Get all the approvals

Decide the food menu, Music Band

Advertising and Sales Head (ASH)

Identify the agency for advertising

Decide on the theme along with Project Manager and Project Owner

Collaborate with agency to create campaigns

Monitor advertising activities

Handle Ticket sales

Finance Planning Head (FPH)

Budgeting

Arranging Funds and mobilization of funds

Resource Planning and Monitoring Head (RPM)

Hire a Logistics and Food Caterer

Ensure that work is on track on these fronts

Get the stadium ready with food and light

Overlook all the work

Quality Control Head (TQC)

Check & Monitor quality at all stages of the project

Ensure that all technical and qualitative aspects of the project adheres to standards

Sponsorship Head (SOH)

Get sponsors

Relationship management

Security Head (SH)

Make sure everything goes fine during the day of the event

Before event make sure all the property is protected

## Project Costing

The following are the major expenditures that will be incurred during the life time of the event.

Salaries

Project Manager, Advertising and Sales head, Finance planning head, Resource planning and monitoring head, security head and quality control head,

Advertising budget

It will be decided based on the ticket price and the money received from the sponsors in discussion with the advertising agency

Cost of Food

It will be decided based on the ticket cost. It will also include the cost of serving the food.

Cost of Music Band

It is the cost that music band will charge for performing during the event

Logistics cost

It will include cost of getting the stadium ready, installing sound and lights, rent of the stadium.

## Sources of Revenues

Ticket sales

50% of the total budget money will be collected from the selling of the tickets

Sponsors

Sponsors will have to roped in to recover the other 50% of the cost of the project. Sponsors will get a good place to show case their brands to an international audience.

Merchandize

Selling of merchandize like, T-Shirts, Caps etc at premium price can also serve as a small stream of revenue and will help in meeting some of the expenditures.

## Project Scheduling

## Activity No.

## Project Initiation

## Resources

## Predecessor

## Optimistic time (Days)

## Most likely time (Days)

## Pessimistic time (Days)

1

Project Planning-Charter preparation

PO, PM

NA

5

7

9

2

Project Scope document preparation

PO, PM

1

3

5

7

3

Project schedule preparation

PM, RPH

2

2

3

4

4

Resource Planning-Team structure

RPH

3

5

7

8

5

Project budget preparation

FPH, PM

3

6

8

11

6

Project quality planning

QCH

5

3

5

8

7

Risk Management planning

QCH

1

3

5

7

8

Project plan approval

PO

4, 6, 7

1

2

3

## Activity No.

## Project Execution

## Resources

## Predecessor

## Optimistic time

## Most likely time

## Pessimistic time

9

Selecting the project team

PM

8

1

2

3

10

Approval for project team

PO

9

4

5

6

## Theme

2

8

3

11

Decide the theme

PO

8

5

7

9

12

Decide the food menu

PM

11

21

28

33

13

Selection of music band

PM

11

12

15

17

## Approval Process

14

Use of Venue

RPM, PM

8

11

12

15

15

Approval from FIFA

PM

8

22

25

30

16

Get Broadcasting Rights

PM

8

22

24

30

## Logistics and Food

17

Find Logistics Caterer

RPM, PM

8

20

22

30

18

Find Food Caterer

RPM, PM

8

7

10

13

## Advertising

19

Hire an Advertising Agency

ASH, PM

11

14

10

8

20

Discuss the theme, scale and budget

ASH, PM, FPH

19

6

4

3

21

Review the advertising plan

ASH, PM

19

16

8

4

22

Launch Advertising campaign

ASH, PM

21

22

15

12

## Ticket Sales

23

Start ticket sale through website

ASH, PM

21

15

6

4

## Security Drill

24

Execute security drills

SH

23

5

2

2

## Sponsor

25

Prepare list of potential sponsors

SOH, ASH, PM

8

15

9

7

26

Make Proposal for sponsors

SOH, PM

25

9

6

4

27

Approach Sponsors

SOH

26

45

30

20

## Activity No.

## Monitoring and Control

## Resources

## Predecessor

## Optimistic time

## Most likely time

## Pessimistic time

28

Logistic and Food Catere Audit

TQC

17, 18

3

3

4

29

Financial audit

TQC

5

4

4

5

30

Legal audit (Contracts)

TQC

17, 18, 19

9

8

6

## Activity No.

## Closure and Review

## Resources

## Predecessor

## Optimistic time

## Most likely time

## Pessimistic time

31

Hand Over of the Project

PM. PO

End of Project

## Gantt Chart

## Quality Plan

## Deliverables

## Acceptance Criteria / Applicable Standards

1. Business concept Document

In conformance with guidelines of Project Management Body of Knowledge for formal concept documentation.

2. Risk management document

Risk Management document should deal with probability of occurrence, severity, detection possibility, and mitigation strategies.

3. Project Proposal

Project Proposal should Include: 1. Project Scope 2. Objective 3. Justification 4. Resource estimation 5. Financial projections 6. Project Milestones

4. Approval and clearances

The following approvals are required

German Authorities

FIFA

Broadcasting

5. Budget Document

This document should contain all budgetary constraints and allocations, Cost analysis, and cost structure, resources to which budget is allocated.

6. Logistics Caterer

Logistics caterer should at least 10 years of work experience and minimum 5 years experience

Preference will be given if it has done projects on the similar lines in the past

7. Food Caterer

Food caterer should at least 5 years of experience in this industry and should have good reputation in the market place.

Food Caterer should specialize in serving cuisines of different countries.

Music Band

Music band with universal appeal irrespective of political boundaries

Advertising Agency

It should have minimum 10 years of experience

Preference will be given if it has done projects on the similar lines in the past

Sponsorship proposal

Clear value proposition for the sponsorship money being requested, Crisp, Personalized

## Risk Management

## Risk Estimation and Quantification

## Sl. No

## Risk Description

## P(Occurrence)\*10

## Severity

## A priori detection possibility

## Final RPN Score

1

Permission for Venue

5

10

2

100

2

Visa clearances for guests

7

10

5

350

3

Human Resource constraints

5

6

3

90

4

Lack of interest from Sponsors

8

10

2

160

5

Refusal from FIFA to get associated with the event

7

6

5

210

6

Refusal from Music Band at last minute

3

10

9

270

7

International Terrorism event

1

10

9

90

## Risk Response Development

## Sl. No

## Risk Description

## Response Type

## Owner

## Response

1

Permission for Venue

Mitigate

PM

Approach well before time through contacts in Government

2

Visa clearances for guests

Accept

PM

Provide evidence to the German Authorities related to Visa Clearance well in advance about the organization of event

3

Human Resource constraints

Mitigate

Respective Heads

Hire people well in advance

4

Lack of interest from Sponsors

Mitigate

SOH

Hire talented Sales head who can sell the event

5

Refusal from FIFA to get associated with the event

Mitigate

PM

Refusal from FIFA to get associated with the event

6

Refusal from Music Band at last minute

Accept

PM

Keep a back up of local bands

7

International Terrorism event

Accept

PO, PM

Keep a contingency plan ready

## Monitoring & Control

## Activities

## Methodologies

Timelines set for various activities are being met

Weekly updates from all the members who hold key positions

There are no cost over-runs

Weekly updates from all the members who hold key positions

Project milestones are being met.

Complete review of the project on a fortnightly basis

There is no scope creep

Strict adherence to the WBS document

Negotiations and awarding contracts to various vendors are happening in a fair and transparent manner

Internal Audit Mechanisms

The quality acceptance standards defined in the Quality Plan are being met

Comparing the procedures being followed with the Quality Plan Document

## Project Closure

## Objectives

Checking whether all the criteria for success have been fully met

Resolving all the open ended issues

Documenting the best practices and key learning for future use

Communicating all the stakeholders about the project closure

Demobilization of resources

## Resource Management

The project manager and the entire team can be deployed for a new project

Deployment is possible only after meeting the criteria of completion

## Issue Management

Documenting all the issues encountered, which can be used in future projects

Resolving all the issues with Vendors and Contractors as per the contract document

Make an alternate plan for those unresolved issues after getting inputs from the concerned team

## Risk Management

Document all the risks which are avoided/mitigated during the project

Document all the risks that might occur in the future

Provide a risk mitigation plan for all the identified risks in the future

## Quality Management

Review whether all the guidelines specified in the manual are followed

Preparing a comprehensive Quality Manual

Document all the key challenges encountered during the Quality check in all the stages

## Communication Management

Document all the feedbacks and comments received during the course of the project

Initiate a communication plan to inform that the project is formally closed

Communicating all the stakeholders about the project closure

## Stakeholders Expectation Management

Document all the expectations which are met in time and the ones which the team is not able to meet in time

Use the issue management documents for resolving issues during the closure of the project

Initiate a Communication plan among all the stakeholders to share their expectations

## Conclusion

The document gives insight into how to go about the planning of a FIFA World Cup party keeping in mind the scope of the entire event and sources of revenues. Objectives to be achieved and various milestones which will be achieved during the course of the project are also listed. Organization structure has been created to handle this event management project and responsibilities of various positions is fixed. After creating the work breakdown structure various activities to be performed in order to make the event successful are listed down and scheduled.

Various budget items are discussed without discussion of actual cost which might vary depending on the circumstances. Then various risk have be identified and prioritized and comprehensive risk management plan is developed to handle the risk. Quality plan is also provided to make sure certain level is maintained in the way activities are done.

In the end project review and closure have been given to make sure proper handoff and demobilization of resources happens at the time of end of project.