Project Management Plan

COMPANY'S NAME

25th Anniversary Celebration

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Project Name – Project Management Plan

The 25th Anniversary Celebration represents a pivotal moment in the organization's history, highlighting a quarter-century of dedication, service, and community impact. This milestone event is planned as a hybrid celebration, incorporating both in-person and virtual participation to maximize inclusivity and global reach. Scheduled for October 20, 2025, in London, the event aims to bring together key stakeholders including employees, sponsors, partners, and community members to celebrate achievements, foster networking, and reinforce the organization's mission for the future.

Given the scale of the event and the complexity of coordinating diverse activities such as venue management, virtual platform setup, marketing, and stakeholder engagement, it is imperative to adopt a structured project management approach. This will ensure effective resource utilization, timely delivery, and seamless integration of all project components.

Project Overview and Purpose

This anniversary celebration is a high-visibility, strategic engagement initiative that combines live, virtual, and multimedia experiences to connect with Company's internal and external audiences. The project includes a detailed series of planning and execution phases focused on delivering a seamless and memorable event experience, while also maximizing long-term value through follow-up content and branding initiatives.

Key aspects of the project include designing a professionally curated agenda featuring executive keynote speeches, a custom-produced 25-year legacy video, interactive sessions for virtual guests, and live entertainment. The event will showcase Company's journey, highlight its

market leadership, and emphasize future direction. The venue will be fully branded and accessible and supported by state-of-the-art audiovisual and livestream capabilities.

Planning will also cover marketing efforts, such as a pre-event promotional campaign and post-event content distribution, as well as logistical operations including vendor management, catering, décor, guest registration, risk management, and technology testing. The project team will oversee all elements through to completion, including a closeout phase that captures lessons learned and final deliverables such as a recap video, digital timeline, and internal debrief report.

Executive sponsors, project stakeholders, and vendors will collaborate throughout the process to ensure a high-quality event experience that reflects Company's excellence and strengthens its reputation across the global insurance industry.

Project Scope and Work Breakdown Structure (WBS)

Project Scope

The 25th Anniversary Celebration Project is a one-time initiative to plan, execute, and close out a hybrid (in-person and virtual) commemorative event taking place in London on October 20, 20XX. The primary objective is to honor 25 years of innovation and leadership in cyber and emerging-risk insurance, while reinforcing company values and promoting Company's vision for the future.

This project will celebrate the company's legacy, recognize employee contributions, engage key stakeholders such as clients and brokers, and create enduring marketing assets that amplify the event's message. The event must be completed on schedule, within an approved budget of $175,000 (with an allowable variance of ±5%), and in accordance with Company's brand standards, legal requirements, and stakeholder expectations.

Success will be determined by the ability to meet or exceed stakeholder satisfaction, achieve a minimum combined attendance of 250 participants across both in-person and virtual formats, deliver all planned post-event assets by November 15, 20XX, and ensure compliance with all health, safety, and accessibility regulations.

Work Breakdown Structure (WBS)

The Work Breakdown Structure (WBS) provides a structured breakdown of the project scope into distinct phases, deliverables, and tasks. It serves as a foundational tool for organizing and managing project work, enabling clear task ownership, accurate scheduling, resource allocation, and cost estimation. The WBS ensures all project activities are aligned with the overall objectives and executed in a controlled and efficient manner.

1. Initiation
1.1 Conduct stakeholder identification and analysis
1.2 Define high-level event goals and success metrics
1.3 Develop and approve the project charter
1.4 Assign project team roles and responsibilities

2. Planning
2.1 Project Management
2.1.1 Project planning and control
2.1.2 Stakeholder reporting and communication
2.1.3 Final budget reconciliation planning

2.2 Event Planning & Logistics
2.2.1 Select and contract event venue
2.2.2 Finalize vendor agreements (catering, AV, design, entertainment)
2.2.3 Plan VIP travel and accommodations
2.2.4 Develop event program and schedule

2.3 Marketing & Content Development
2.3.1 Create and approve marketing and communication plan
2.3.2 Design and order promotional materials and invitations
2.3.3 Produce marketing assets (legacy video, timeline)

2.3.4 Develop executive speeches and storytelling content

2.3.5 Design and finalize event branding

3. Execution

3.1 Coordinate event-day logistics (setup, staffing, security)

3.2 Execute catering, entertainment, and technical setup

3.3 Deliver live event program and presentations

3.4 Facilitate live-streaming and manage virtual engagement

3.5 On-site event management and executive/VIP support

4. Closeout

4.1 Oversee venue teardown and vendor wrap-up

4.2 Collect and analyze post-event feedback (attendee survey)

4.3 Distribute commemorative materials

4.4 Deliver final evaluation report and lessons learned

Project Stakeholder Analysis

The stakeholder analysis identifies all individuals and groups who have an interest in or are affected by the project. Understanding stakeholder roles, expectations, and levels of influence is essential for effective communication, risk management, and decision-making. This analysis helps ensure that stakeholder needs are addressed appropriately throughout the project lifecycle, supporting overall project success.

Stakeholder Name/ Group	Impact (Low/ Medium /High)	Influence (Low/ Medium /High)	What is important to the stakeholder?	How could the stakeholder contribute	How could the stakeholder block/hinder the project?	Strategy for engaging the stakeholder
Project Sponsor (CEO)	High	High	Wants a well-executed event that reflects the company's success	Can approve funding, provide vision and authority	Could stop or delay the project by not approving key decisions	Keep regularly updated, include in major decisions
Project Manager (You)	High	High	Wants the project to meet goals, stay on schedule and budget	Leads planning and coordination, solves problems	Lack of leadership could cause disorganization or delays	Stay organized, communicate with all stakehold
Planning Committee	High	Medium	Wants clear direction, enough resources, and	Brings creativity and helps execute plans	Miscommunication or conflict could slow progress	Hold weekly meetings and clarify tasks
Employees	Medium	Low	Want to feel appreciated and enjoy the event	Can give feedback, help spread positive messages	Lack of interest or negative feedback could impact morale	Send surveys, involve them early with fun polls or
Vendors (Caterers, Decorators, etc.)	Medium	Medium	Want clear contracts, payments on time, and event details	Provide key services like food, decorations, and	Could cause delays or poor quality if not managed well	Keep in touch with updates, set clear expectatio

Stakehold er Name/ Group	Impact (Low/ Medium /High)	Influence (Low/ Medium /High)	What is important to the stakeholde r?	How could the stakehold er contribut e	How could the stakeholder block/hinder the project?	Strategy for engaging the stakehold er
Finance Departme nt	Medium	Medium	Wants costs tracked and within budget	Helps manage and approve spending	Could reject payments or slow purchasing	Keep budget transparen t and provide regular
Marketing Team	Medium	Medium	Wants to promote the event effectively to employees and the	Can boost attendance and brand awareness	Could misrepresent the event or send late announcements	Meet regularly and give key informatio n early
Venue Managem ent	High	Medium	Wants logistics handled smoothly and policies	Provides space and support for the event	Miscommunica tion could lead to schedule or space issues	Coordinat e closely and confirm all arrangeme

Project Milestones and Project Schedule

Project Milestones

Milestone Description	Planned Completion Date
Project Charter Approval	July 29, 2025
Venue and Vendor Contracts Finalized	August 9, 2025
Marketing and Communications Plan Approved	August 23, 2025
Promotional Materials and Invitations Distributed	September 6, 2025

Milestone Description	Planned Completion Date
Executive Speeches and Legacy Video Finalized	September 20, 2025
On-site Rehearsal and Technical Checks Completed	October 17, 2025
Event Day Execution – Live Event and Virtual Program	October 20, 2025
Post-event Feedback and Lessons Learned Report	November 10, 2025

To estimate the project schedule with a higher degree of accuracy and risk awareness, the team employed the three-point estimating technique, a widely accepted method in project schedule management. This technique requires the collection of three types of duration estimates for each activity:

- Optimistic (O): Best-case scenario assuming minimal issues
- Most Likely (M): The most probable duration based on realistic assumptions
- Pessimistic (P): Worst-case scenario accounting for potential delays or complications

These estimates were then used to calculate the expected duration for each task using the triangular distribution formula: Expected Duration=O+M+P/3. This approach allowed the team to incorporate uncertainty and risk considerations directly into the schedule modeling process, resulting in a more informed and balanced timeline. Durations were finalized through collaborative discussions with task owners and subject matter experts who could reasonably assess the effort required for each work package.

Once the durations were calculated, Microsoft Project was used to input the full Work Breakdown Structure (WBS), assign logical predecessors, apply resource allocations, and visualize the overall project schedule. The MS Project Task Sheet provides a dynamic view of the project timeline, resource dependencies, and critical path.

Microsoft Project Schedule

Figure 1 and figure 2 provide a transparent view of the project's structure and execution plan and will be used to monitor progress, manage dependencies, and adjust the timeline as needed throughout the project lifecycle.

	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Cost
1		Conduct stakeholder identification	4 days	Wed 7/30/25	Mon 8/4/25		Project Manager	$0.00
2		Define high-level event goals	3 days	Tue 8/5/25	Thu 8/7/25	1	Project Sponsor	$0.00
3		Develop and approve project charter	5 days	Fri 8/8/25	Thu 8/14/25	2	Project Manager,Sponsor	$0.00
4		Assign project team roles	2 days	Fri 8/15/25	Mon 8/18/25	3	Project Manager	$0.00
5		Project planning and control	7 days	Tue 8/19/25	Wed 8/27/25	4	Project Manager	$0.00
6		Stakeholder reporting and communication	10 days	Thu 8/28/25	Thu 9/11/25	5	Project Manager,Communications Lead	$2,500.00
7		Final budget reconciliation planning	6 days	Thu 8/28/25	Thu 9/4/25	5	Project Manager,Finance Lead	$0.00
8		Select and contract event venue	8 days	Thu 8/28/25	Mon 9/8/25	5	Event Planner,Legal Advisor	$20,000.00
9		Finalize vendor agreements	7 days	Tue 9/9/25	Wed 9/17/25	8	Event Planner	$20,000.00
10		Plan VIP travel and accommodations	10 days	Thu 9/18/25	Thu 10/2/25	9	Event Planner,Travel Coordinator	$10,000.00
11		Develop event program and schedule	6 days	Thu 9/18/25	Thu 9/25/25	9	Event Planner,Program Coordinator	$10,000.00
12		Create and approve marketing plan	7 days	Thu 8/28/25	Fri 9/5/25	5	Marketing Manager	$0.00
13		Design and order promotional materials	6 days	Thu 9/18/25	Thu 9/25/25	12	Marketing Team	$6,250.00
14		Produce marketing assets (video, etc.)	8 days	Mon 9/8/25	Wed 9/17/25	12	Marketing Team,Video Producer	$6,250.00
15		Develop executive speeches and content	5 days	Mon 9/8/25	Fri 9/12/25	12	Speechwriters,Executives	$6,250.00
16		Design and finalize event branding	6 days	Fri 9/26/25	Fri 10/3/25	12	Marketing Team	$6,250.00
17		Coordinate event-day logistics	4 days	Mon 10/6/25	Thu 10/9/25	10,11,13,14,15,16	Event Coordinator	$2,500.00
18		Execute catering, entertainment setup	5 days	Fri 10/10/25	Thu 10/16/25	17	Catering Manager,Tech Team	$17,500.00
19		Deliver live event program and presentations	3 days	Fri 10/10/25	Tue 10/14/25	17	Event Host,Presenters	$15,000.00
20		Facilitate live-streaming and virtual engagement	8 days	Fri 10/10/25	Wed 10/22/25	17	Tech Team,Virtual Event Coordinator	$15,000.00
21		On-site event management and VIP support	4 days	Fri 10/10/25	Wed 10/15/25	17	Event Coordinator,VIP Liaison	$17,500.00
22		Oversee venue teardown and vendor wrap-up	3 days	Thu 10/23/25	Mon 10/27/25	18,19,20,21	Event Coordinator,Vendors	$2,500.00
23		Collect and analyze post-event feedback	5 days	Tue 10/28/25	Mon 11/3/25	22	Project Manager,Analyst	$2,500.00
24		Distribute commemorative materials	8 days	Tue 10/28/25	Fri 11/7/25	22	Project Manager,Communications Team	$2,500.00
25		Deliver final evaluation report	6 days	Mon 11/10/25	Mon 11/17/25	23,24	Project Manager,Analyst	$2,500.00
26		Financial closure of contract	5 days	Tue 11/18/25	Mon 11/24/25	22,25	PM	$10,000.00
27			1 day?	Wed 7/30/25	Wed 7/30/25			$175,000.00

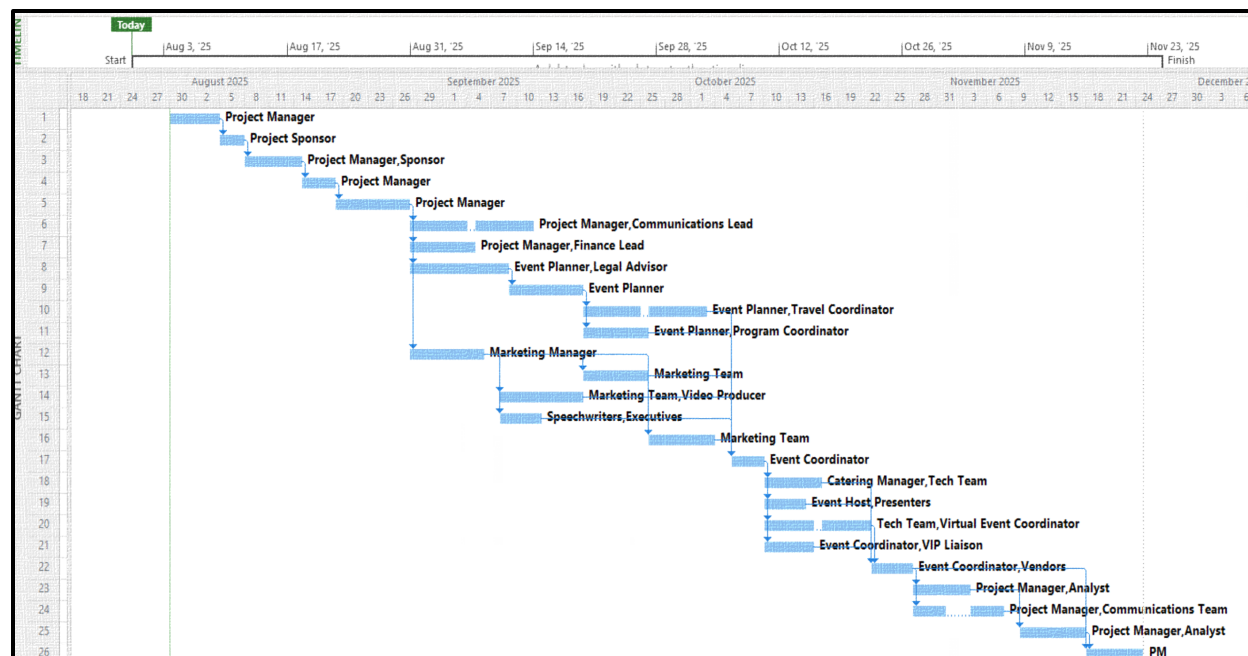*Figure 1* Project Schedule Model Tasks

Figure 2 Project Schedule Model Gantt Chart

Project Activity Costs and Resources

The high-level budget for the 25th Anniversary Celebration Project is estimated at $175,000, based on the defined scope, complexity, and strategic goals of the event. This budget was developed collaboratively by the project team and reviewed against comparable event benchmarks to ensure accuracy and feasibility. It reflects the financial resources required to deliver a high-quality hybrid celebration that honors Company's legacy while reinforcing the company's brand identity and stakeholder engagement goals.

To inform this estimate, the project team assessed vendor quotes, historical data from similar corporate events, and internal consultations with finance and operations leads. Each cost category was assigned a realistic allocation to ensure sufficient coverage for key deliverables while maintaining flexibility through a contingency reserve.

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Venue rental and setup	$40,000
Catering and hospitality services	$35,000
Audiovisual production and event technology	$30,000
Creative services and branded materials	$25,000
Travel and accommodations for VIPs and speakers	$20,000
Staffing and on-site event support	$15,000
Contingency reserve (for unforeseen expenses)	$10,000
Total Budget	**$175,000**

Table 1. Budget Breakdown by Category

This summary represents the initial baseline budget. As the project progresses, costs will be tracked and refined at the task level using Microsoft Project and internal financial systems. The Project Manager and Finance Department will collaborate to monitor expenditures, manage vendor contracts, and ensure alignment with both project goals and Company''s financial governance policies.

Project Communications Management

Effective communication is a cornerstone of successful project execution, particularly for a high-profile initiative such as the 25th Anniversary Celebration. Recognizing that stakeholder engagement, decision-making, and operational coordination are heavily reliant on accurate and timely information exchange, the project team adopted a strategic, proactive, and transparent communications approach from the outset. The goal is to ensure that all stakeholders from executive sponsors to external vendors remain informed, aligned, and empowered to fulfill their respective roles in support of the project objectives.

A Comprehensive Communications Management Plan was developed during the early stages of the planning phase and was directly informed by the stakeholder register. This alignment ensures that communication efforts are tailored to each stakeholder's influence, interest, and information needs. The plan defines the communication methods, frequency, content, responsible parties, and escalation paths necessary to sustain effective collaboration and responsiveness throughout the project lifecycle.

The project team utilizes a blend of communication tools and protocols, including:
- **Weekly status emails** summarizing project progress, upcoming tasks, risks, and decisions needed

- **Biweekly project team meetings** to promote real-time collaboration, problem solving, and accountability
- **A centralized shared drive** that serves as a single source of truth for project documentation, meeting notes, schedules, and reference materials
- **Escalation protocols** that clearly define the chain of command and response timelines for time-sensitive or high-impact issues

The Project Manager serves as the communication integrator and central point of contact. This role involves not only disseminating information and facilitating dialogue but also actively listening to stakeholder feedback, identifying potential disconnects early, and ensuring that all communication supports project transparency and informed decision-making.

To further support consistency and traceability, the team maintains a Communications Management Matrix that outlines stakeholder-specific communication strategies. This matrix is an essential tool for managing expectations, mitigating misunderstandings, and reinforcing accountability.

The combination of deliberate planning, structured tools, and a culture of open communication positions the team for successful execution and stakeholder satisfaction. As the project progresses into the execution and closeout phases, the communications plan will continue to be reviewed and refined to ensure ongoing alignment with stakeholder needs and project dynamics.

Audience	Vehicle of Communicaiton	Frequency	Medium	Source	Delivered by	Sensitivities	Date Delivered	Expected Result
Executive Director (Sponsor)	Executive Reports; Real-time Dashboards; Strategy Briefings	Weekly, and As Needed	MS Teams (synchronous); Email Summaries (asynchronous)	Project Manager	Project Manager	Strategic alignment; concise insights; professional tone	Every Monday and As Needed	Ensure continuous support, timely approvals, and executive visibility
Project Manager	Team Huddles; Project Status Updates; Issue Logs	Daily Standups, Weekly Sprints, and Ad hoc as needed with stakeholders	MS Teams Chat & Meetings; Project Software	Project Team & Planning Tools	Self-directed; Planning Leads	Clear delegation; access to real-time data; escalation path clarity	Daily (9:00 AM); Fridays for summary	Sustain project momentum and remove execution barriers
Planning Committee	Meeting Notes; Task Reminders; Shared Planning Docs	Weekly Meetings and Mid-week Updates	Zoom; Email; Shared Drive	Project Schedule; Team Task Lists	Project Manager or Assigned Lead	Task clarity; timely coordination; respect workload balance	Tuesdays (meetings) and Thursdays (updates)	Achieve cross-functional coordination and timely task delivery
Marketing & Communications Team	Campaign Briefs; Branding Reviews; Status Updates	Weekly Sync and Asynchronous Creative Approvals	Slack or Teams and Email and Content Platforms	MarCom Calendar; Branding Guidelines	MarCom Lead; Reviewed by PM	Creative deadlines; message alignment; brand accuracy	Wednesdays and As Needed	Deploy effective, aligned communications across all channels
Clients and Industry Partners	Invitations; VIP Briefings; Post-Event Follow-ups	Bi-Monthly and Post-event	Email; Virtual Events; Direct Calls (for VIPs)	Outreach Coordinator	Executive Sponsor or External Relations Lead	Professionalism; personalization; value demonstration	15th of August, October, and Post-Event	Strengthen engagement and reinforce CFC's leadership reputation
Donors & Sponsors	Sponsorship Kits; Branding Mockups; Impact Reports	Biweekly and Pre/Post-Event	Email; Zoom Briefings; Sponsorship Portal	Development Office; Sponsorship Lead	Executive Director or Dev Team	Visibility, ROI, timely recognition, professionalism	Every other Friday and October 10 and Post-event	Maintain trust and encourage future contributions
Internal Staff and Employees	Newsletters; Event Updates; Volunteering Info	Biweekly	Email; Staff Meetings; Intranet	Internal Comms; Planning Team	HR Manager or PM	Transparency; sense of belonging; workload consideration	Every other Thursday	Boost morale and increase internal participation
Event Attendees	Registration Confirmations; Event Reminders; Surveys	Pre-event (twice) and Day-before and Post-event	Email; Event App or Website	Registration System	Events Coordinator	Clear directions; inclusivity; accessibility	Sept 25, Oct 8, Oct 19, Oct 21	Ensure high-quality attendee experience and positive feedback
Event Vendors (Venue, Catering, AV)	Service Agreements; Setup Schedules; Final Briefings	Monthly and Weekly as Event Nears	Email; Calls; Walkthroughs	Logistics Team	Operations Manager or PM	Clarity in expectations; timeline precision; logistics coordination	Aug 1, Sept 1, Oct 15, Oct 19	Ensure smooth event delivery and vendor alignment