

AY2024 TERM 4 INTAKE 3**H2059C Project Management****COURSEWORK FINAL****4 December 2024**

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Criteria	Marks
Format	/ 20
Relevance	/ 20
Content	/ 60
Total Marks	/ 100



For the characteristics of this event project, the first characteristic would be to understand the scope and objectives of the event. Which is the first thing everyone should be clear of at the start of every event because it sets a clear framework on what needs to be achieved by the organizers. One of the example objectives could be to deliver a unique experience for the audiences, because it will be the first tour The Script will be having after a member's death, the tone of the entire performance will be a completely different feel from when it was back than in past tours, however, they still want their audience to commemorate their reunion with them. Once the scope has been understood, organizers can avoid overshooting the budget and ensure that the event stays within its financial limits but is still able to craft a beautiful and memorable concert for both the artist and the audience.

The second characteristic will be budget management, which makes sure that costs are managed well so that all resources needed are under the intended budget to avoid losing profits and money. Because holding a concert can be expensive due to the overall costs of the rental of venue to resource costs and travel expenses, it is important to have budget management to make sure that the expenditures are within the budget to reduce the chance of overspending.

The third characteristic is understanding the involved stakeholders, stakeholders such as sponsors, the artists, the audience and even the event organizers are all important in contributing to the success of a concert tour. An example of involving stakeholders would be the artists and their management have to work closely together with the organizers to come up with ideas together on how they would want to deliver their performance that will really resonate with the audience. Engaging stakeholders and maintaining communication with them can help the organizers gather valuable input as well as increase the trust between each other, strengthening their bond and increasing the chances of another collaboration in the future.

The fourth characteristic is having a defined life span, concerts usually have a clear start and end date which are crucial for the planning stage. Knowing the exact timeline of the event can help with efficient scheduling of the venue, organization of the teams and marketing campaigns needed to prepare for the event. For example, since artists will need to have rehearsals a few days prior to the actual date of the concert to make sure that all equipment are working as intended before the big show, having a defined life span will help create a sense of urgency and structure to make sure that the necessary resources like the stage and equipment setup can be completed before the rehearsal date for the artist's to use.

The fifth characteristic is integration, integration is the combination of many different elements such as the artists' performance, the sound and lighting for the show, stage design all contribute to how well a concert does. If all the different parts of the event manage to blend well, it will ensure a high-quality experience for the audience, making the concert more memorable and enjoyable for them, and if not, then well it will negatively impact the overall concert experience for the audiences.



The last characteristic is involving uncertainty, involving uncertainty can help the team prepare for unexpected circumstances like when the artist's fall sick, potential venue issues and even travel delays will affect the overall quality of the event. This makes risk management an important factor in big events, it is important that there are plans that highlight the potential problems that may happen to minimize disruption and make sure that the concert can continue without a hitch. Doing so can help reduce the chances of risks and prepare for the unexpected.

For the quality management part of the event, in quality planning. The first thing you must do is to identify the requirements and expectations for the event, having key stakeholders involved can help understand their needs and what they expect from the event, which can help the organizers to get a clearer understanding about what they want to accomplish. Requirements such as the setup of the stage, audio/visual quality will need detailed checklists to see if the project will uphold those standards throughout the event timeline. Next is quality assurance, which helps to provide confidence that the project will be up to standards, using tools like risk assessments to monitor and assess the risks from the beginning of the event to the end, making sure that problems can be avoided to maintain the quality. Lastly, for quality control which mainly has to do with inspecting equipment to ensure that everything is up to quality standard, one of the tools would be to do regular inspections with a checklist at the venue for safety and to make sure that all equipment is properly functional and are working as intended.

A team structure that can be used for the event would be a dedicated one because of the fast project process, the structure will be useful due to the limited amount of time the organization has to set the event up before the concert date, teams will be consisting of individuals that specializes in their own areas such as marketing and technical management who will all report to the event manager that take cares of the entire project, the event manager, who is one of the key members of the organizing team will then be responsible for managing all aspects of the concert event, from taking care of the planning stage to the execution stage, keeping a close eye on the teams to make sure that everything is going according to the schedule given. The next key member would be the leader of procurement, who will manage the resources needed in the event by buying necessary equipment and finding vendors that provide good quality equipment, all the while making sure that the spending remains in budget. The last key member is the engineering lead, who takes over the technical part of the event, all the stage design, behind the scenes equipment and sound lighting systems will be handled by them, ensuring that all the equipment used is following safety standards by checking on site that they are all up to working standard and to minimize accidents from happening.



Moving on to the three possible conflicts that can happen when organizing the event would be. Number one, disagreements between team members, since every team member may have their own different opinions in terms of decision making, conflicts will be bound to happen if they continue to butt heads with each other. For example, one member on the engineering team might have a big idea on how they want the stage design or lighting design to look like but may get a little too over ambitious about it and that their plan may blow the budget the entire crew has, and when other team members noticed and points out the flaw in the other member's plan, tensions will rise and arguments will happen, leading to an unpleasant and dysfunctional team. To solve this conflict, the team leader can call for regular team meetings where everyone can have the opportunity to voice out their ideas and concerns in a constructive environment. The team leader will then be the neutral party in the discussion to ensure that there is not any bias and that the focus remains on finding solutions rather than creating problems and putting the blame on one another. In doing so, can help ensure mutual understanding between team members as well as promoting good teamwork. Another way to solve the conflict would be to have set roles for each specific member, when each member knows their roles about what to do or what not to do, members will be focused on their own work in the project and will not butt into other people's work if they are not needed. If there are things that need to be sorted out, members will immediately go to the team leader instead of fighting with each other. The next conflict that can happen would be when an individual or team fails to meet the expected level of quality with their work such as incomplete tasks and work that is not up to standard. This will end up pulling down the entire event and risking the reputation of the organization to drop. So, to solve this conflict, rather than immediately criticizing the person or team and start yelling at them, it will be better if they were given constructive feedback in a private one on one session to highlight what they did wrong, followed by a suggestion for improvement. Doing this will help the individual or team feel supported, which in turn increases the chances that they will improve. Another way the conflict can be solved would be by having a monitoring system, things like setting clear performance goals and keeping track of progress through regular check-ins can help ensure that the teams are doing their intended jobs properly. The final conflict that can occur would be lack of cooperation which can happen when a team member refuses to do anything that contributes to the team, resulting in other team members having to do their job for them, which will then lead to conflict at the end because of unhappiness from both parties. One way to solve the conflict would be to privately talk to them like the last one though, instead of asking them to work on improvements the mediator could try to motivate the other individual instead. Since a lack of cooperation is most likely from the lack of motivation, using words of recognition to them and acknowledging their achievements can boost their morale back up. That is one method, if the other party ignores the advice and continues to not pull their weight, it will be better to use more forceful measures to resolve the conflict, for example reassigning their tasks or replacing the individual with somebody else that can take over where they left off.

The four reasons why Singapore was chosen as one of the venues for the event is because, number one, Singapore offers many locations suitable for holding big events like concerts like the Singapore Indoor Stadium with its professional sound, lighting system as well as its ample seating capacity to fit thousands of people, making it an ideal place to hold concerts. The second reason why is due to the fact that Singapore is in a convenient destination in Southeast Asia, making it easy for audiences in neighboring countries to travel to, additionally with an airport like Changi Airport that offers direct flights to many cities across the globe, artist's will find that flying their way over here would be very convenient. The third reason why Singapore was chosen is cause of how safe Singapore is because of protocols like crowd control and anti-terrorism measures to ensure that the environment during the artist's performance would be a safe one to put both the artist and the audience at ease and so they can enjoy the concert without a worry. The final reason why Singapore was chosen is because of the government's significant promotional efforts for the entertainment industry through the Singapore Tourism Board as they are actively trying to label Singapore as the "Events and Entertainment Capital of Asia", including active invitations to international artists like Taylor Swift to come perform in Singapore. This will let the stakeholders know that the government is very supportive of the entertainment industry and that there is a demand for these types of events in Singapore.

References:

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