**Stakeholders Identification and Management in a Wedding Ceremony Project: A Case Study of Daniel Iyiola and Anuoluwapo Ogunsola Wedding**

**Client Company : DANIEL IYIOLA AND ANUOLUWA OGUNSOLA**

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**1.0 PROJECT INTRODUCTION & BACKGROUND:**

This project focuses on the crucial aspect of identifying and managing stakeholders in the planning and execution of a wedding ceremony.

A wedding ceremony is a complex event (Braithwaite, et al., 2009), that involves various individuals and groups, each with their own interests, roles, and contributions to the overall success of the event. Stakeholders in a wedding ceremony project may include the couple getting married, their families, wedding planners, vendors, guests, venue staff, and other service providers.

Identifying these stakeholders is essential to understand their needs, expectations, and potential impact (Benn, et al., 2016) on the project. Effective stakeholder management involves engaging with these individuals or groups, communicating with them regularly, and addressing any concerns or issues that may arise during the planning process (Ibraheem, 2018).

In the case study of Daniel Iyiola and Anuoluwapo Ogunsola's wedding, the project manager will need to conduct a thorough stakeholder analysis to identify all relevant parties involved in the wedding ceremony. This analysis may involve creating a stakeholder register that outlines each stakeholder's role, level of influence, interests, and potential risks or opportunities they bring to the project.

Effective stakeholder management is essential for the success of a wedding ceremony project, as it helps to build positive relationships, manage expectations, and ensure that all parties are aligned towards a common goal. By understanding the needs and interests of stakeholders, the project team can make informed decisions, mitigate risks, and ultimately deliver a memorable and successful wedding ceremony for Daniel Iyiola and Anuoluwapo Ogunsola.

**2.0 CLIENT INTRODUCTION**

Daniel Iyiola and Anuoluwapo Ogunsola are a couple who met during their time in university. They both attended the same institution and were introduced to each other through mutual friends. Their relationship blossomed over time, and they soon realized that they shared a deep connection and had similar values and goals.

After dating for a few years, Daniel decided it was time to introduce Anuoluwapo to his parents. He wanted them to meet the woman he loved and hoped that they would approve of their relationship. Daniel's parents, who were (of Yoruba) traditional and family-oriented, welcomed Anuoluwapo with open arms. They saw how happy and fulfilled Daniel was with her and knew that she was the right partner for him.

As their relationship continued to grow and deepen, Daniel and Anuoluwapo started discussing their future together. They both knew that they wanted to spend the rest of their lives with each other and decided to take the next step by getting engaged. Daniel proposed to Anuoluwapo in a romantic and heartfelt manner, and she said yes without hesitation.

With the blessing of their families and loved ones, Daniel and Anuoluwapo began planning their wedding ceremony. They wanted to create a day that reflected their love, values, and personalities. After careful consideration and discussion, they chose July 7, 2024, as the perfect date for their wedding. This date held special significance for them as it marked the beginning of their journey towards a lifetime of happiness and togetherness.

Daniel and Anuoluwapo are excited and grateful to embark on this new chapter of their lives together. They are looking forward to celebrating their love and commitment surrounded by their family and friends on their special day. Their love story is a testament to the power of love, faith, and perseverance, and they are eager to start their married life together with joy, love, and gratitude.

**3.0 PROJECT SCOPE AND EXCLUSIONS**

It is important to clearly define the scope of the project to ensure that all activities are properly planned and executed. The scope of this project includes the following key activities:

|  |  |
| --- | --- |
|   | **SMART OBJECTIVES** |
| **SCOPE** | **Specific** | **Measurable** | **Achievable** | **Relevant** | **Time-bound** |
| **Stakeholder Identification and Analysis** | Identify all key stakeholders involved in the wedding ceremony, including the couple, vendors, family members, and guests | Compile a comprehensive list of stakeholders and conduct a thorough analysis of their interests, influence, and impact on the wedding ceremony | Utilize surveys, interviews, and other research methods to ensure all relevant stakeholders are identified and analyzed | Understanding stakeholder dynamics is crucial for successful planning and execution of the wedding ceremony. | First two weeks of project initiation. |
| **Stakeholder Management Strategies** | Develop effective strategies for managing and engaging with stakeholders throughout the planning and execution phases | Create a stakeholder management plan outlining communication channels, frequency, and methods for engagement. | Tailor management strategies to address the unique needs and expectations of each stakeholder group. | Proactive stakeholder management ensures smooth collaboration and minimizes conflicts during the project. | Finalize stakeholder management strategies before the commencement of venue selection. |
| **Venue Selection** | Identify and secure a suitable venue for the wedding ceremony and reception. | Evaluate potential venues based on criteria such as capacity, location, amenities, and budget | Research various venue options and conduct site visits to assess suitability and availability. | The chosen venue sets the tone for the entire event and impacts guest experience. | Confirm venue selection within one month of project initiation. |
| **Catering Arrangements** | Arrange food and beverage services for the guests attending the event. | Develop a menu selection process and negotiate contracts with catering vendors. | Consider dietary restrictions, cultural preferences, and budget constraints when planning catering arrangements. | Quality catering enhances guest satisfaction and overall experience | Finalize catering arrangements at least two months prior to the wedding date |
| **Decoration Planning** | Plan and implement the decor theme for the wedding ceremony and reception | Create a mood board and design plan outlining decor elements such as floral arrangements, lighting, and furnishings. | Coordinate with decorators and vendors to bring the chosen decor theme to life within the specified budget | Decorations contribute to the ambiance and aesthetics of the event | Complete decoration planning and procurement two weeks before the wedding date. |
| **Entertainment Organization** | Organize entertainment options such as music, performances, and activities for the guests | Secure entertainment vendors, plan performance schedules, and coordinate logistics | Offer a diverse range of entertainment options to cater to the preferences of all guests. | Entertainment enhances guest enjoyment and creates memorable experiences. | Confirm entertainment arrangements one month prior to the wedding date. |
| **Guest Management** | Manage RSVPs, seating arrangements, and overall guest experience during the event | Track RSVP responses, create seating charts, and provide clear communication regarding event details to guests. | Utilize guest management tools and protocols to ensure a smooth and organized event experience. | Effective guest management contributes to a positive event atmosphere and minimizes logistical issues. | Finalize guest management details and logistics one week prior to the wedding date |

**3.1 Exclusions**

Exclusions to the project scope may include:

1. Personal or Private Matters: The project will not delve into personal or private matters of the couple or any stakeholders that do not directly impact the wedding ceremony itself.
2. Non-Wedding Related Activities: Activities or aspects of the stakeholders' lives that are not directly related to the wedding ceremony planning and execution will be excluded from the scope of the project.

By clearly defining the scope and exclusions of the project, twill ensure a focused and comprehensive study on stakeholder identification and management in the context of a wedding ceremony.

**4.0 PROJECT RESOURCE AND REQUIREMENT**

Resources needed for the successful execution of the wedding ceremony project include:

|  |  |  |
| --- | --- | --- |
| **Resource** | **Requirements** | **Needs** |
| People Requirements | Event Planners | Experienced professionals capable of coordinating all aspects of the wedding ceremony, from venue selection to guest management. They must possess strong organizational and communication skills to ensure a cohesive plan and timeline for the event. |
|   | Vendors | A network of reliable vendors such as caterers, decorators, florists, photographers, and entertainers is essential. Each vendor should be carefully selected based on their ability to meet the clients' needs and preferences. |
|   | Manpower | Apart from professional event planners and vendors, volunteers, family members, and other stakeholders will contribute to the project's success by assisting with various tasks and responsibilities. |
| Process Requirements | Planning Process | A structured approach to planning, including defining objectives, setting a timeline, and allocating tasks to team members. |
|   | Coordination Process | Effective communication and coordination among all stakeholders involved in the project to ensure seamless execution. |
|   | Execution Process | Detailed execution plans for each aspect of the wedding ceremony, including setup, catering, entertainment, and guest management. |
| Technical Requirements | Venue Selection | Utilization of technical tools or platforms to research and select suitable venues based on clients' preferences, budget, and capacity requirements. |
|   | Budgeting Software | Implementation of software tools for budget management and financial tracking throughout the planning process |
|   | Communication Tools | Adoption of communication platforms or software to facilitate collaboration and information sharing among team members and stakeholders. |
| Data Requirements | Client Preferences | Detailed information regarding the clients' preferences for the ceremony, including themes, colors, and specific requirements. |
|   | Vendor Contracts | Documentation of contracts and agreements with vendors outlining services, costs, and terms of engagement. |
|   | Guest List | A comprehensive list of invited guests, including RSVP status and special considerations such as dietary restrictions or seating preferences. |

**Processes to Follow**

1. Initial Consultation: Have a meeting with the customers to learn about their needs and vision for the wedding ceremony.
2. Planning and Coordination Meetings: Recurring meetings to review developments, resolve issues, and make required modifications with event coordinators, suppliers, and interested parties.
3. Execution and Evaluation: On the wedding day, carry out the scheduled events while keeping a close eye on and reviewing the proceedings to make sure everything goes as planned.

Each of these resources is essential for the successful execution of the wedding ceremony project. Proper planning, coordination, and management of these resources will ensure that the event is carried out smoothly and according to plan

**5.0 KEY ASSUMPTIONS, CONSTRAINTS, AND DEPENDENCIES**

In the case of Daniel Iyiola and Anuoluwapo Ogunsola's wedding ceremony project, it is important to consider the following key assumptions, constraints, and dependencies.

**5.1 Key Assumptions**

1. The clients, Daniel and Anuoluwapo, will be actively involved in the decision-making process and will be available for meetings and consultations throughout the planning process.
2. Vendors and service providers will deliver their services and products on time and according to the agreed-upon terms and conditions.
3. The budget allocated for the wedding ceremony is sufficient to cover all expenses and unforeseen costs that may arise during the planning and execution phases.
4. The selected venue for the wedding ceremony will be available on the desired date and will meet the clients' expectations in terms of capacity, amenities, and ambiance.
5. The weather on the day of the wedding ceremony will be favorable and will not pose any significant challenges or disruptions to the event.

**5.2 Constraints**

1. Budget limitations may restrict the choices and options available for certain aspects of the wedding ceremony, such as venue selection, catering, decorations, and entertainment.
2. Time constraints may impact the planning process and require efficient coordination and communication among all stakeholders to meet deadlines and milestones.
3. Unforeseen circumstances, such as inclement weather, vendor cancellations, or logistical issues, may disrupt the project timeline and require quick and effective problem-solving strategies.
4. Personal preferences and expectations of the clients and stakeholders may create constraints in decision-making and may require compromise and negotiation to reach consensus.
5. External factors, such as government regulations, venue policies, and industry trends, may impose constraints on certain aspects of the wedding ceremony project and require compliance and adaptation.

**5.3 Dependencies**

1. The availability and cooperation of vendors and service providers are essential for the successful execution of the wedding ceremony project, as their services and products are integral to the event.
2. The timely approval and feedback from the clients and stakeholders are crucial for making decisions, finalizing plans, and moving forward with the project.
3. The coordination and communication among all stakeholders, including the event planners, vendors, clients, and guests, are dependent on each other to ensure a cohesive and harmonious event.
4. The availability of the selected venue on the desired date and time is a critical dependency that impacts all other aspects of the wedding ceremony project, such as catering, decorations, and guest management.
5. The support and assistance of family members, friends, and other close associates of the clients are important dependencies that contribute to the overall success and enjoyment of the wedding ceremony.

By proactively addressing these factors and developing contingency plans, project managers can navigate challenges and risks effectively, and ensure a memorable and joyous event for the clients and all stakeholders involved.

**6.0 STAKEHOLDER ANALYSIS & COMMUNICATION PLAN**

Stakeholder analysis is crucial for this project to identify all individuals or groups who have an interest or impact on the wedding ceremony.

**6.1 Stakeholder Analysis**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S/n | Stakeholder | Relevancy | Position | Interest | Power | Probability of Behavior | Action to Manage Stakeholder |
| 1 | Daniel Iyiola and Anuoluwapo Ogunsola (Clients) | High | Bride and Groom | High | High | Supportive | Regular updates, involve in decision-making processes, prioritize their preferences |
| 2 | Event Manager | High | Service Providers | High | High | Dependable | Clear contracts, regular meetings, timely payments |
| 3 | Vendors (Caterers, Decorators, Entertainers, etc.) | High | Service Providers | Medium to High | Medium | Dependable | Clear contracts, regular meetings, timely payments |
| 4 | Guests | Medium | Attendees | Medium | Low | Supportive | Provide clear information, RSVP management, guest satisfaction surveys |
| 5 | Family Members | High | Close Relatives | High | Medium | Emotionally invested | Regular updates, involve in decision-making, address concerns promptly |

**6.2 Communication Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/n** | **Stakeholder** | **Action to Manage Stakeholder** | **Frequency of Communication** | **Means of Communication** | **Who is Responsible** |
| 1 | Daniel Iyiola and Anuoluwapo Ogunsola (Clients) | Regular updates, involve in decision-making processes, prioritize their preferences | Weekly | In-person meetings, phone calls, emails | Project Manager |
| 2 | Event Manager | Clear contracts, regular meetings, timely payments | Bi-weekly | Emails, phone calls, in-person meetings | Project Manager |
| 3 | Vendors (Caterers, Decorators, Entertainers, etc.) | Clear contracts, regular meetings, timely payments | Bi-weekly | Emails, phone calls, in-person meetings | Event Manager |
| 4 | Guests | Provide clear information, RSVP management, guest satisfaction surveys | needed (e.g., RSVP deadlines, event updates | Invitations, website, social media | Guest Relations Coordinator |
| 5 | Family Members | Regular updates, involve in decision-making, address concerns promptly | Monthly | In-person meetings, phone calls, emails | Project Manager |

By effectively managing and communicating with these stakeholders, the wedding ceremony project for Daniel Iyiola and Anuoluwapo Ogunsola can run smoothly and successfully.

**7.0 PROJECT PLAN**

This includes a detailed schedule of activities, deadlines, and responsibilities for all team members involved.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/N** | **Task** | **Start Date** | **End Date** | **Who is Responsible** |
| 1 | Conduct initial meeting with clients to discuss wedding vision and requirements | 13/03/2024 | 20/03/2024 | Event Planners |
| 2 | Research and select potential wedding venues | 21/03/2024 | 27/03/2024 | Event Planners |
| 3 | Present venue options to clients for selection | 28/03/2024 | 3/4/2024 | Event Planners |
| 4 | Finalize venue booking and contracts | 4/4/2024 | 10/4/2024 | Event Planners |
| 5 | Begin discussions with catering vendors for menu options | 11/4/2024 | 17/04/2024 | Event Planners |
| 6 | Select catering vendor and finalize menu selections | 18/04/2024 | 24/04/2024 | Event Planners |
| 7 | Coordinate with decorators for theme and design concepts | 25/04/2024 | 1/5/2024 | Event Planners |
| 8 | Confirm decoration plans and finalize contracts with decorators | 2/5/2024 | 8/5/2024 | Event Planners |
| 9 | Arrange entertainment options and book performers | 9/5/2024 | 15/05/2024 | Event Planners |
| 10 | Coordinate guest list management and RSVPs | 16/05/2024 | 22/05/2024 | Event Planners |
| 11 | Finalize seating arrangements and logistics for the event | 23/05/2024 | 29/05/2024 | Event Planners |
| 12 | Conduct final walkthrough and rehearsal at the venue | 30/05/2024 | 5/6/2024 | Event Planners |
| 13 | Execute the wedding ceremony on the wedding date | 7/7/2024 | 7/7/2024 | Event Planners, Vendors, Stakeholders |

**7.1 GANTT**



**7.2 NETWORK DIAGRAM**



**8.0 REVIEW OF LITERATURE AND CASE STUDY ANALYSIS**

Stakeholder identification and management in project management, especially in the context of wedding ceremonies, is a crucial aspect ensuring successful project delivery (Klaus-Rosińska & Iwko, 2021). Relevant research in this domain encompasses both practical case studies and theoretical frameworks, aiming to enhance understanding and effectiveness in managing stakeholders (Dwivedi, Ph.D., 2021) during the initiating phase of project management.

**8.1 Case Study**

Practical case studies offer invaluable insights into real-world applications of stakeholder management strategies. For instance, studies analyzing various wedding ceremonies, such as this one between Daniel Iyiola and Anuoluwapo Ogunsola, provide concrete examples of stakeholder dynamics, challenges faced, and strategies employed to address them. These case studies offer a rich source of data for understanding the complexities of stakeholder management in wedding projects.

In parallel, project management theory provides a structured framework for understanding and managing stakeholders. The initiating phase of project management, in particular, focuses on defining project objectives, scope, and identifying stakeholders. According to Riahi, (2017), the stakeholder identification process involves analyzing power, interest, influence, and expectations to determine their significance and level of engagement throughout the project lifecycle.

However, while theoretical frameworks offer guidance, their applicability in practice may vary. Critiques of theory and practice highlight discrepancies between idealized models and real-world complexities. According to Fares, et al., 2021, challenges such as stakeholder resistance, conflicting interests, and dynamic project environments often necessitate adaptations or bespoke approaches to stakeholder management.

**8.2 Research Question**

The research question guiding this study could be evaluative, aiming to understand the impact and implications of stakeholder management strategies in wedding ceremony projects. For instance:

* What are the implications of effective stakeholder identification and management in ensuring the successful delivery of wedding ceremonies?"

This question delves into the practical significance of stakeholder management practices, highlighting their role in achieving project objectives and stakeholder satisfaction.

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