**UNIVERSITY OF HERTFORDSHIRE 3-DAY HYBRID FESTIVAL EVENT**

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**1.0 INTRODUCTION**

The University of Hertfordshire is embarking on a transformative initiative to host a 3-day festival that will mark the culmination of the academic year. This festival, approved by the Business School management, is set to celebrate the achievements of the university's diverse student body, with a particular focus on the 2025 Project Management students. The festival aims to provide a vibrant platform for students to showcase their talents, cultural backgrounds, and expertise through a variety of engaging activities such as music shows, fashion displays, indoor games, stage plays, and recreational events.

Led by Project Manager ZAINAB OYEWOLE, the project team is tasked with meticulously planning and executing a festival that not only celebrates student accomplishments but also promotes a sense of community, cultural diversity, and unity within the university. By creating an inclusive and engaging experience, the festival seeks to foster a spirit of pride, accomplishment, and camaraderie among the graduating students.

**Project Team**

|  |  |  |
| --- | --- | --- |
| **S/n** | **Name** | **Role** |
| 1 | Zainab Oyewole | Project Manager |
| 2 | Jonathan Ovieba | Project Team Lead |
| 3 | Festus Onoriode | Project Team Lead |
| 4 | Dennis Omodiagbe | Project Team Lead |

The festival will feature a diverse range of activities, including music performances, fashion shows, recreational games, stage plays, an award night, and a dinner event. Through these activities, students will have the opportunity to network, showcase their skills, and celebrate their journey as they prepare to transition into the next phase of their lives.

This 3-day festival is not just a celebration of academic achievements but a testament to the rich cultural tapestry and vibrant student community at the University of Hertfordshire. It is a unique occasion for students to come together, embrace their diversity, and revel in the collective accomplishments that have shaped their university experience. The festival will serve as a memorable and inclusive event that highlights the talents, creativity, and spirit of collaboration that define the university's student body.

**2.0 PROJECT SCOPE**

The 3-Day Festival project aims to celebrate the end of the academic year by showcasing the work of students from different departments, promoting community engagement, and providing entertainment and educational activities for attendees. The festival will be a one-off mega event with a scope to accommodate at least 10% of the university community daily, align project plan to a budget of £30,000, and deliver a 5-hour daily event program over the course of three days.

**2.1 Objectives**

Project objectives are specific, measurable, achievable, relevant, and time-bound goals that the project aims to achieve. They provide a clear direction and purpose for the project team and stakeholders, guiding their efforts towards a common goal (Anantatmula, 2021). Objectives help to define success criteria, monitor progress, and ensure that the project stays on track to deliver the desired outcomes. These objectives serve as a roadmap for the project, guiding activities, decisions, and outcomes towards the successful delivery of the University of Hertfordshire 3-Day Festival.

1. Celebrate the end of the academic year.
2. Showcase the work of students from different departments.
3. Promote community engagement and involvement.
4. Provide entertainment and educational activities for attendees.
5. Stimulate awareness and drive traction towards digital viewing.
6. Engage students from different departments in the festival.
7. Establish partnerships with the local community for community involvement.

The objectives are crucial for several reasons: Clarity and Focus, Measurement and Evaluation, Stakeholder Alignment, Motivation and Engagement, Strategic Alignment.

**2.2 Project Schedule**

Project schedule is a detailed timeline that outlines the sequence of activities, tasks, and milestones that need to be completed in order to successfully execute a project (Irfan, 2021). It specifies when each task should start and finish, the resources required, and the dependencies between tasks. Having a project schedule is important for several reasons: Time Management, Resource Allocation, Coordination, Risk Management, Monitoring and Control. List of Project Schedule for University of Hertfordshire 3-Day Festival:

**Day 1 (Date): Festival Planning and IT Logistics Development**

1. Activities: Venue selection and securing, layout and setup planning, schedule development
2. Time: 9:00am to 6:00pm

**Day 2 (Date):** **Promotion and Marketing**

1. Activities: Marketing plan development, collaboration with student societies and local businesses, promotion materials distribution
2. Time: 9:00am to 6:00pm

**Day 3 (Date): Student Involvement, Entertainment, and Activities, Educational Activities, Community Engagement**

1. Activities: Student engagement confirmation, student work showcase, entertainment options finalization, educational activities organization, community partnership establishment
2. Time: 9:00am to 6:00pm

The project schedule for the project will help ensure that all necessary tasks and activities are completed on time, resources are effectively utilized, and the event is executed smoothly and successfully.

**2.3 Project Constraints**

Project Constraints refer to the limitations or restrictions that may impact the planning, execution, and completion of a project (Mishra & Moktan, 2019). These constraints can include factors such as budget limitations, time constraints, resource availability, and external dependencies. Identifying and understanding project constraints is crucial for project managers as they help in managing expectations, setting realistic goals, and making informed decisions throughout the project lifecycle.

Having a schedule is important for a project as it provides a roadmap for the project team, stakeholders, and other involved parties. A schedule outlines the timeline of activities, milestones, and deliverables, helping to ensure that the project stays on track and is completed within the specified timeframe. It also allows for better resource allocation, coordination of tasks, and monitoring of progress. A well-defined schedule helps in managing project constraints and risks effectively.

List of Project Constraints for the University of Hertfordshire 3-Day Festival:

1. Budget limitations and the need to optimize resources.
2. Time constraints in organizing the festival within the specified 3-day window.
3. Availability of suitable venues and logistical requirements.
4. Ensuring the safety and security of attendees.
5. Coordinating and aligning the schedules of various stakeholders and performers.
6. Weather conditions affecting outdoor activities.

**2.4 Project Assumptions**

Project assumptions are factors or conditions that are believed to be true, real, or certain but have not been verified or confirmed. These assumptions are made at the beginning of a project and are used as the basis for planning, decision-making, and risk management (Olsson & Spjelkavik, 2014). They help project managers and team members to set expectations, make informed decisions, and identify potential risks and uncertainties. It is important to have project assumptions because they provide a foundation for project planning and execution. By clearly outlining what is believed to be true or certain at the start of the project, assumptions help in:

List of Project Assumptions for the 3-Day Festival are:

1. Adequate funding of £30,000 for the project.
2. Availability of suitable venues for the festival.
3. Collaboration and support from student societies and local businesses.
4. Active participation and engagement of students from different departments.
5. Successful promotion and marketing efforts to attract attendees.
6. Positive reception and engagement from the local community.
7. Smooth coordination and execution of the festival activities.

**2.5 Deliverables**

Project deliverables are the tangible or intangible goods, services, or results that must be produced and delivered as a part of a project. They represent the outcome of the project work and are essential for meeting the project objectives and satisfying the project stakeholders. Deliverables help to define and measure the success of a project, provide a clear understanding of what needs to be achieved, and serve as a basis for project planning and control (Kersti & Derek, 2005). Having clear and well-defined deliverables is important for several reasons: Clarity, Accountability, Measurement, Communication and Quality control. Listed below are a list of Project Deliverables for the 3-Day Festival:

1. Festival venue selected and secured
2. Festival layout and setup plan finalized
3. Schedule of activities and performances developed
4. Marketing plan developed
5. Collaboration with student societies and local businesses for promotion
6. Promotion materials created and distributed
7. Student work showcased through exhibitions, performances, and presentations
8. Entertainment options finalized
9. Collaboration with local artists and performers established
10. Entertainment schedule created
11. Workshops, seminars, and talks organized
12. Partnerships with the local community established
13. Interactive activities for community involvement developed

**2.6 Project Milestones**

A project milestone is a significant event or achievement that marks a key point in the project timeline. It represents a point of progress or completion of a major deliverable within the project. Milestones are important as they help track the project's progress, provide a sense of accomplishment, and allow for better monitoring and control of the project timeline and objectives.



In the context of the 3-Day Festival project, the milestones are crucial stages that need to be achieved to ensure the successful planning, execution, and completion of the festival. Each milestone represents a key phase of the project with specific deliverables that need to be completed.

1. Conceptual Stage: Festival Planning and IT Logistics Development

This milestone involves selecting and securing the festival venue, finalizing the layout and setup plan, and developing the schedule of activities and performances. These deliverables are essential for laying the groundwork and ensuring the logistical aspects of the festival are in place.

1. Pre-Event Stage: Promotion and Marketing

In this milestone, the marketing plan is developed, collaboration with student societies and local businesses for promotion is established, and promotion materials are created and distributed. These deliverables are crucial for generating awareness and attracting attendees to the festival.

1. Event Execution Stage: Student Involvement, Entertainment, and Activities, Educational Activities, Community Engagement

This milestone involves confirming student engagement, showcasing student work, finalizing entertainment options, organizing educational activities, and establishing partnerships with the local community. These deliverables are essential for ensuring active participation, engagement, and a diverse range of activities during the festival.

1. Post-Event Stage: Evaluation and feedback collection, post-event report preparation

After the festival, this milestone involves evaluating the event, collecting feedback from attendees, and preparing a post-event report. These deliverables are important for assessing the success of the festival, identifying areas for improvement, and documenting the outcomes for future reference.

By breaking down the project into key milestones with specific deliverables, the project team can effectively plan, monitor, and ensure the successful execution of the University of Hertfordshire 3-Day Festival. Each milestone represents a critical stage in the project timeline that contributes to the overall success of the event.

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|  **WBS FOR 3-DAYS FESTIVAL** |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |
|   |   |   |   |   |   |   |   |   | **The Green End-of-Year Festival** |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |
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|   |  **Festival Planning and Coordination** |   | **Entertainment and Performances** |   | **Sustainable Practices Implementation** |   | **Community Engagement and Education** |   | **Budget Management** |   |   | **Infrastructure and Logistics** |  | **Evaluation and Post-Event Analysis** |  |  |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
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|   |   |   |   | Develop Project Charter |   |   |  Secure Performers and Artists |   |   |  Source Eco-Friendly Materials and Supplies |   |   | Design Educational Exhibits and Workshops |   |   | Budget Planning and Allocation |   |   | Venue Setup and Layout Planning |   |   | Assess Success Metrics and Key Performance Indicators |  |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
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|   |   |   |   |  Conduct Stakeholder Analysis |   |   |  Coordinate Performance Schedules |   |   | Implement Waste Management Plan |   |   | Promote Festival Through Social Media and Marketing Campaigns |   |   | Expense Tracking and Reporting |   |   | Equipment Rental and Setup |   |   | Gather Feedback from Attendees and Stakeholders |  |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
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|   |   |   |   | Establish Communication Plan |   |   | Arrange Technical Equipment and Stage Setup |   |   | Monitor Energy Consumption and Conservation Efforts |   |   | Facilitate Community Outreach and Engagement Events |   |   | Financial Reconciliation |   |   | Catering Arrangements |   |   | Analyze Data and Identify Areas for Improvement |  |  |
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|   |   |   |   | Secure Permits and Permissions |   |   |  Rehearsals and Sound Checks |   |   |  Promote Sustainable Transportation Options |   |   | Volunteer Recruitment and Training |   |   | Procurement and Vendor Payments |   |   | Registration and Ticketing System |   |   | Prepare Post-Event Report and Recommendations |  |  |
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|   |   |   |   | Define Scope and Objectives |   |   |  Develop Backup Plans for Contingencies |   |   | Eco-Friendly Decorations and Signage |   |   |  Collect Feedback and Evaluate Impact |   |   |   |   |   | Security and Safety Measures |   |   |   |  |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|   |   |   |   | Risk Identification and Management |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
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|  |  |  |  | Create Project Schedule |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**WBS Dictionary**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **WBS Code** | **Task** | **Description of Task** | **Approval** | **Responsible** | **Resources Required** | **Start Date** | **Finish Date** | **Task Status** | **Budget (GBP)** |
| 1 | Project Initiation | Initiate the festival project | N/A | Project Manager | Project team, stakeholders | 1/1/2025 | 1/15/2025 | Completed | £2,000 |
| 1.1 | Define Project Scope | Define the scope and objectives | Project Manager | Project Manager | Project team, stakeholders | 1/1/2025 | 1/5/2025 | Completed | £500 |
| 1.2 | Stakeholder Identification | Identify project stakeholders | Project Manager | Project Manager | Stakeholder list | 1/6/2025 | 1/7/2025 | Completed | £200 |
| 1.3 | Develop Project Plan | Develop detailed project plan | Project Manager | Project Manager | Project management tools | 1/8/2025 | 1/15/2025 | Completed | £1,300 |
| 2 | Venue Selection | Select venue for the festival | Project Manager | Project Manager | Venue options, budget | 1/16/2025 | 1/31/2025 | In Progress | £5,000 |
| 2.1 | Research Potential Venues | Research potential venue options | Project Manager | Project Manager | Internet, local resources | 1/16/2025 | 1/21/2025 | Completed | £300 |
| 2.2 | Visit and Evaluate Venues | Visit and evaluate potential venues | Project Manager | Project Manager | Transportation, checklist | 1/22/2025 | 1/28/2025 | In Progress | £700 |
| 2.3 | Finalize Venue Contract | Finalize contract with selected venue | Project Manager | Project Manager | Legal documentation | 1/29/2025 | 1/31/2025 | Pending | To be determined |
| 3 | Entertainment Coordination | Organize entertainment for the event | Project Manager | Entertainment Coordinator | Performers, contracts | 2/1/2025 | 2/28/2025 | Planning | £8,000 |
| 3.1 | Book Performers | Secure performers for the festival | Entertainment Coordinator | Entertainment Coordinator | Performer contacts | 2/1/2025 | 2/14/2025 | Planning | £5,000 |
| 3.2 | Coordinate Equipment | Arrange equipment for performers | Entertainment Coordinator | Entertainment Coordinator | Audio, lighting equipment | 2/15/2025 | 2/21/2025 | Planning | £2,000 |
| 3.3 | Rehearsals | Schedule rehearsals for performers | Entertainment Coordinator | Entertainment Coordinator | Venue, scheduling | 2/22/2025 | 2/28/2025 | Planning | £1,000 |
| 4 | Marketing and Promotion | Promote the festival to the community | Project Manager | Marketing Coordinator | Marketing materials | 3/1/2025 | 3/31/2025 | Planning | £4,500 |
| 4.1 | Develop Marketing Strategy | Develop strategy for promoting event | Marketing Coordinator | Marketing Coordinator | Marketing plan | 3/1/2025 | 3/7/2025 | Planning | £1,000 |
| 4.2 | Create Promotional Materials | Design and produce promotional materials | Marketing Coordinator | Marketing Coordinator | Design software, printers | 3/8/2025 | 3/21/2025 | Planning | £2,000 |
| 4.3 | Implement Marketing Campaign | Execute marketing plan | Marketing Coordinator | Marketing Coordinator | Social media platforms | 3/22/2025 | 3/31/2025 | Planning | £1,500 |
| 5 | Ticketing and Registration | Set up ticketing system for the event | Project Manager | IT Coordinator | Ticketing platform, software | 4/1/2025 | 4/30/2025 | Planning | £3,000 |
| 5.1 | Select Ticketing Platform | Choose platform for selling tickets | IT Coordinator | IT Coordinator | Research, platform options | 4/1/2025 | 4/7/2025 | Planning | £500 |
| 5.2 | Develop Ticketing System | Customize and set up ticketing system | IT Coordinator | IT Coordinator | Programming tools, testing | 4/8/2025 | 4/21/2025 | Planning | £1,500 |
| 5.3 | Test and Launch | Test ticketing system and launch | IT Coordinator | IT Coordinator | Testing environment | 4/22/2025 | 4/30/2025 | Planning | £1,00 |

**Event Day Activities**

| **Time** | **Day 1: Friday, 24th May 2025** | **Day 2: Saturday, 25th May 2025** | **Day 3: Sunday, 26th May 2025** |
| --- | --- | --- | --- |
| 9:00 am | **Marketing Activity:** Setting up promotional banners and signage throughout the festival grounds to attract attendees and create awareness about the event. Description: Volunteers distribute flyers and engage with passersby to encourage attendance. | **Marketing Activity:** Posting announcements and updates on social media platforms to promote the day's events and encourage participation. Description: Engaging with online communities and influencers to generate buzz and excitement about the festival. | **Marketing Activity:** Distributing event brochures and leaflets at strategic locations within the university campus and surrounding areas to attract last-minute attendees. Description: Volunteers interact with students and community members, providing information about the festival and its highlights. |
| 10:00 am | Opening Ceremony: Welcome address by the festival organizers, introduction to the theme and objectives of the festival. | Educational Talks and Panels: Panel discussions on current topics led by faculty and guest speakers, Q&A sessions. | Community Service Projects: Volunteer opportunities for attendees to give back to the local community, environmental clean-up activities, charity drives. |
| 11:00 am | Student Showcase: Exhibition of student projects from various departments, interactive displays, and demonstrations. | Fashion Show: Student-designed fashion collections showcased on the runway, creative expression through clothing and accessories. | Health and Wellness Activities: Yoga sessions, meditation workshops, fitness classes, focus on holistic well-being and stress relief. |
| 12:00 pm | Live Music Performances: Local student bands and musicians showcase their talent, genre diversity to cater to different musical tastes. | Film Screenings: Screening of short films and documentaries produced by UH students, filmmaker Q&A sessions following select screenings. | Cultural Performances: Showcase of traditional music, dance, and performances from diverse cultures represented at UH, celebrating diversity and cultural exchange. |
| 1:00 pm | Food and Beverage Stalls: Variety of food vendors offering cuisines from around the world, refreshment areas with seating for attendees to relax and socialize. | Dance Performances: Choreographed routines by student dance groups, styles ranging from contemporary to traditional cultural dances. | Student Entrepreneurship Fair: Exhibition of student-run businesses and startups, networking opportunities, and product showcases. |
| 2:00 pm | Art Exhibition: Display of artwork created by UH students, opportunity for attendees to appreciate and purchase original pieces. | Technology Showcase: Exhibition of innovative projects and research from the technology department, virtual reality demos, coding challenges, and robotics displays. | Farewell Concert: Final musical performances by student bands and artists, celebration of the successful completion of the festival. |
| 3:00 pm | Workshops and Demonstrations: Interactive sessions led by student clubs and societies, topics include dance, photography, robotics, and more. | Craft Workshops: Hands-on crafting workshops led by art and design students, opportunities to create personalized souvenirs and keepsakes. | Fireworks Display: Spectacular fireworks show to conclude the festival with a bang, gatherings for attendees to watch and enjoy the display together. |
| 4:00 pm | Outdoor Games and Activities: Lawn games, inflatable obstacle courses, sports tournaments, engaging activities for attendees of all ages. | Educational Talks and Panels continue. | - |
| 5:00 pm | Live Music Performances continue. | Film Screenings continue. | - |
| 6:00 pm | Festival concludes for the day. | Festival concludes for the day. | Festival concludes for the day. |

**3.0 PROJECT TIME MANAGEMENT**

**3.1 Project Activities List and Dependencies**

The three-day hybrid festival will run smoothly and effectively as long as these dependencies and events are properly managed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ID** | **DELIVERABLES** | **WORK PAKAGE ACTIVITIES** | **DURATION** | **PREDECESSOR** |
| 1 | Project Initiation |   |   |   |
| 1.1 |   | Define Project Scope | 15 | - |
| 1.2 |   | Stakeholder Identification | 4 | 1.1 |
| 1.3 |   | Develop Project Plan | 1 | 1.2 |
| 2 | Venue Selection |   |   | 1 |
| 2.1 |   | Research Potential Venues | 15 | - |
| 2.2 |   | Visit and Evaluate Venues | 8 | 2.1 |
| 2.3 |   | Finalize Venue Contract | 2 | 2.2 |
| 3 | Entertainment Coordination |   |   | 2 |
| 3.1 |   | Book Performers | 14 | - |
| 3.2 |   | Coordinate Equipment | 6 | 3.1 |
| 3.3 |   | Rehearsals | 6 | 3.2 |
| 4 | Marketing and Promotion |   |   | 3 |
| 4.1 |   | Develop Marketing Strategy | 7 | - |
| 4.2 |   | Create Promotional Materials | 13 | 4.1 |
| 4.3 |   | Implement Marketing Campaign | 9 | 4.2 |
| 5 | Ticketing and Registration |   |   | 4 |
| 5.1 |   | Select Ticketing Platform | 7 | - |
| 5.2 |   | Develop Ticketing System | 13 | 5.1 |
| 5.3 |   | Test and Launch | 8 | 5.2 |

**3.2 Gannt Chart**

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**3.3 Network Diagram**







**4.0 PROJECT COST MANAGEMENT**

Project Cost Management is the process of planning and controlling the budget for a project (Buchner, 2015). It involves estimating costs, developing a budget, and monitoring and controlling expenses throughout the project lifecycle.

For the 3-Day Festival, Project Cost Management is crucial to ensure that the event stays within the allocated budget of £30,000. It is important to accurately estimate costs for venue rental, marketing and promotion, student recognition and awards, entertainment and activities, educational activities, and community engagement, as well as have a contingency fund in place to address unforeseen expenses.

**4.1 Resource Analysis for the project includes**

**Human Resources**

Human resources are essential for the successful execution of the University of Hertfordshire 3-Day Festival. This includes event organizers, project managers, volunteers, performers, speakers, and staff members who will assist with logistics, setup, and coordination.

1. Event organizers and project managers will oversee the planning and execution of the festival, ensuring that all aspects are coordinated effectively.
2. Volunteers will help with various tasks such as setup, registration, and guiding attendees.
3. Performers and speakers will provide entertainment and educational content for the festival, enhancing the overall experience for attendees.

**Physical Resources**

Physical resources are necessary for creating a vibrant and engaging environment for the 3-Day Festival. This includes

1. The venue for the event, which will host stages, seating areas, exhibition spaces, and other facilities for activities and performances.
2. Equipment and supplies such as sound systems, lighting, seating, and decorations are essential for setting up different areas of the festival. Signage, banners, and promotional materials will help guide attendees and promote the event effectively.

**Financial Resources**

Financial resources play a crucial role in budgeting and funding the 3-Day Festival.

1. The budget allocation for the event includes expenses for venue rental, marketing and promotion, student recognition and awards, entertainment and activities, educational workshops, and community engagement initiatives.
2. The contingency fund is also an important financial resource to address any unexpected costs that may arise during the planning and execution of the festival.

Managing financial resources effectively is key to ensuring that the event stays within budget and achieves its objectives.

**Informational Resources**

Informational resources are essential for communication, promotion, and coordination of the Festival.

1. IT logistics and digital tools are necessary for online streaming, digital promotion, and communication with stakeholders, performers, and attendees.
2. Communication tools such as email, social media, and event websites will be used to promote the festival, provide updates to attendees, and coordinate activities.

Informational resources help in disseminating information, engaging participants, and ensuring effective communication throughout the planning and execution of the event.

By analyzing and managing these resources effectively, the project team can ensure that the festival stays within budget and delivers a successful and engaging event for students, staff, and the local community.

**BUDGET**

**UNIVERSITY OF HERTFORDSHIRE 3-DAY HYBRID FESTIVAL EVENT**

|  |  |
| --- | --- |
| **Budget Heads** |  **Amount (£)**  |
| Project Initiation |  3,000.00  |
| Venue Selection |  4,000.00  |
| Entertainment Coordination |  7,500.00  |
| Marketing and Promotion |  5,000.00  |
| Ticketing and Registration |  7,500.00  |
| Event Days |  3,000.00  |
|   |   |
| Total |  **30,000.00**  |

**Budget Cost Baseline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Budget Heads** | **Sub Heads** |  **Amount (£)**  |  **Total (£)**  |
| **Project Initiation** |   |   |   |
|   | Define Project Scope |  -  |   |
|   | Stakeholder Identification |  -  |   |
|   | Develop Project Plan |  3,000.00  |  3,000.00  |
| **Venue Selection** |   |   |   |
|   | Research Potential Venues |  1,000.00  |   |
|   | Visit and Evaluate Venues |  300.00  |   |
|   | Finalize Venue Contract |  2,700.00  |  4,000.00  |
| **Entertainment Coordination** |   |   |   |
|   | Book Performers |  3,500.00  |   |
|   | Coordinate Equipment |  2,500.00  |   |
|   | Rehearsals |  1,000.00  |  7,500.00  |
| **Marketing and Promotion** |   |   |   |
|   | Develop Marketing Strategy |  500.00  |   |
|   | Create Promotional Materials |  3,000.00  |   |
|   | Implement Marketing Campaign |  1,500.00  |  5,000.00  |
| **Ticketing and Registration** |   |   |   |
|   | Select Ticketing Platform |  2,000.00  |   |
|   | Develop Ticketing System |  1,500.00  |   |
|   | Test and Launch |  500.00  |  4,000.00  |
| **Event Days** |   |   |   |
|   | DAY 1 |   |  2,000.00  |
|   | DAY 2 |   |  2,000.00  |
|   | DAY 3 |   |  2,500.00  |
|   |   |  **30,000.00**  |  **30,000.00**  |

**4.0 RISK MANAGEMENT PLAN**

The Risk Management Plan is essential for the University of Hertfordshire 3-Day Festival as it helps identify potential risks that could impact the successful execution of the event. By proactively identifying and addressing risks, the project team can minimize the likelihood of negative consequences and ensure the festival's success.

**4.1 Key Components of the Risk Management Plan**

1. Risk Identification: The project team will identify potential risks that could impact the festival, such as inclement weather, technical issues, budget overruns, low attendance, or safety concerns.
2. Risk Assessment: Each identified risk will be assessed based on its likelihood of occurrence and potential impact on the festival. Risks will be categorized as low, medium, or high priority based on this assessment.
3. Risk Mitigation: For high and medium priority risks, the project team will develop mitigation strategies to reduce the likelihood of occurrence or minimize the impact if the risk materializes. This may include contingency plans, alternative solutions, or additional resources.
4. Risk Monitoring: Throughout the planning and execution of the festival, the project team will regularly monitor identified risks to assess their status and implement mitigation strategies as needed. Communication channels will be established to ensure all team members are aware of potential risks and their mitigation plans.
5. Contingency Planning: A contingency fund has been allocated in the project budget to address unforeseen expenses or risks that may arise during the festival. This fund will be used judiciously to address any unexpected challenges and ensure the event's success.

By implementing a comprehensive Risk Management Plan, the Project Manager can proactively address potential risks and ensure a successful and memorable 3-Day Festival for all attendees.

**Stakeholders RACI Matrix**

|  |  |
| --- | --- |
|   | **RACI MATRIX** |
| **Stakeholder** | **Responsible** | **Accountable** | **Consulted** | **Informed** |
| Project Manager  | R | A |   |   |
| Staff & Faculty  |   |   | C | I |
| UH Students  |   |   | C | I |
| Contractors |   |   | C | I |
| Sponsor  |   | A |   |   |
| Local Community  |   |   | C | I |
| Guests | R |   |   | I |
| Vendors |   |   | C | I |
| Management  |   | A |   |   |

By clearly defining the roles and responsibilities of each stakeholder in the RACI matrix, the project team can ensure effective communication, collaboration, and engagement throughout the planning and execution of the University of Hertfordshire 3-Day Festival.

**Risk Register**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Risk ID** | **Description** | **Probability** | **Impact** | **Severity Score** | **Response Strategy** |
| R.1 | Inclement weather affecting outdoor activities | High | High | High | Develop contingency plans for indoor activities or rescheduling outdoor events. |
| R.2 | Logistical delays in setting up equipment and supplies | Medium | High | High | Ensure early delivery of equipment and have backup plans in place. |
| R.3 | Low attendance due to lack of promotion or marketing efforts | Low | Medium | Low | Increase promotion efforts through social media, student societies, and local businesses. |
| R.4 | Technical issues with sound systems or lighting during performances | Medium | High | High | Perform equipment checks and have technical support on standby during the event. |
| R.5 | Health and safety concerns during crowded or high-energy activities | High | High | High | Implement safety measures, provide adequate security, and have medical staff on standby. |
| R.6 | Budget overruns due to unforeseen expenses or cost escalation | Medium | High | High | Monitor expenses closely, prioritize spending, and have a contingency fund in place. |
| R.7 | Community backlash or negative feedback regarding the festival | Low | Medium | Low | Engage with the community, address concerns proactively, and seek feedback for improvement. |
| R.8 | Performers or speakers canceling last minute | Medium | High | High | Have backup performers or speakers on standby, and include cancellation clauses in contracts. |

By identifying these risks and developing response strategies, the project team can proactively manage potential challenges and ensure the successful execution of the project.

**Risk Matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |   | LOW | MEDIUM | HIGH | CRITICAL |
| **Possibility** | Almost certain |   |   | R.5 |   |
| Likely |   | R.7 | R.4 |   |
| Possible |   | R.2 | R.6 |   |
| Unlikely |   | R.3 |   |   |
| Rare | R.1 |   |   |   |
|  |  | **Impact** |

**Risk Response Strategy**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk ID** | **Description** | **Response Strategy** | **Risk Response** |
| **R1** | Inclement weather affecting outdoor activities | Accept Risk | Book indoor venues as backup for outdoor activities and have contingency plans in place for rescheduling or relocating events. |
| **R2** | Logistical delays in setting up equipment and supplies | Avoid Risk | Ensure early delivery of equipment and supplies, have backup vendors on standby, and conduct equipment checks in advance. |
| **R3** | Low attendance due to lack of promotion or marketing efforts | Transfer Risk | Increase promotion efforts through social media, student societies, and local businesses to attract more attendees. |
| **R4** | Technical issues with sound systems or lighting during performances | Mitigate Risk | Perform equipment checks before the event, have technical support on standby, and conduct sound and lighting tests prior to performances. |
| **R5** | Health and safety concerns during crowded or high-energy activities | Transfer Risk | Implement safety measures, provide security personnel, and have medical staff on standby to address any health and safety issues. |
| **R6** | Budget overruns due to unforeseen expenses or cost escalation | Mitigate Risk | Monitor expenses closely, prioritize spending, and have a contingency fund in place to address any unexpected costs. |
| **R7** | Community backlash or negative feedback regarding the festival | Accept Risk | Engage with the community, address concerns proactively, and seek feedback for improvement to mitigate negative feedback. |
| **R8** | Performers or speakers canceling last minute | Transfer Risk | Have backup performers or speakers on standby, include cancellation clauses in contracts, and communicate effectively with performers to minimize cancellations. |

**5.0 QUALITY CONTROL PLAN**

**Objectives**

The Quality Control Plan for the University of Hertfordshire 3-Day Festival aims to ensure a high-quality, engaging, and plagiarism-free implementation of all components of the event. The objectives of the Quality Control Plan are to maintain the integrity of the festival, promote fairness, uniqueness, and uphold high standards of quality in all aspects of the event.

**Designated Quality Control Officer**

A designated Quality Control Officer will be appointed to oversee the implementation of the Quality Control Plan for the festival. The Quality Control Officer will be responsible for managing the plan, monitoring and evaluating the quality of all components of the event, and ensuring that all activities are conducted in accordance with the established quality standards.

**Quality Assurance Techniques**

**Pre-Event Planning**

1. All promotional materials, including marketing collateral, event programs, and communication materials, will be checked for accuracy, originality, and adherence to branding guidelines.
2. All information presented during the festival, including speeches, performances, and presentations, will be reviewed to ensure they are original and plagiarism-free.
3. Prize categories, criteria, and claims will be thoroughly checked to ensure accuracy, transparency, and fairness in the selection process.

**During the Event**

1. Quality Control staff will closely monitor all performances, speeches, and activities to ensure they are unique and free from plagiarism.
2. Originality checks will be conducted on performances and presentations to prevent plagiarism and ensure the authenticity of content.
3. Any instances of plagiarism or intellectual property infringement will be promptly investigated, and appropriate actions will be taken to address violations.

**Post-Event Assessment**

1. A comprehensive post-event evaluation will be conducted to assess the overall quality of the festival and identify areas for improvement.
2. Feedback, comments, or complaints related to plagiarism or quality issues will be thoroughly reviewed, and corrective measures will be implemented to prevent similar incidents in future events.
3. By adhering to the Quality Control Plan, we aim to conduct the University of Hertfordshire 3-Day Festival with the highest standards of quality, integrity, and originality.

The Quality Control Plan is designed to ensure that all activities, performances, and presentations are conducted with excellence, originality, and fairness. By implementing rigorous quality assurance techniques and adhering to established standards, we aim to deliver a successful, engaging, and plagiarism-free event that celebrates the achievements of our students and promotes a sense of community and diversity within the university.

**6.0 STAKEHOLDERS ANALYSIS AND COMMUNICATION PLAN**

A stakeholder analysis is a process of identifying and understanding the various individuals, groups, or organizations that have an interest in or are affected by a project, program, or organization (Riahi, 2017). It involves identifying key stakeholders, understanding their interests, needs, and concerns, and determining how to effectively engage and communicate with them.

According Shakeri & Khalilzadeh, (2020), a communication plan is a document that outlines how communication will be managed throughout a project, program, or organization. It includes details on who needs to be communicated with, what information needs to be communicated, how it will be communicated, and when communication will take place.

**Stakeholder Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Stakeholder** | **Stakeholder Role** | **Stakeholder Impact/Position (Support/Oppose)** | **Influence/Power** | **Interest/Benefit** |
| 1 | Project Manager | Leads the project team and oversees the planning and execution of the festival | Supports the project and is invested in its success | High | High |
| 2 | Staff & Faculty | Provide support and assistance in organizing the festival | Support the project as it showcases student achievements and promotes community engagement | Medium | High |
| 3 | UH Students | Participate in the festival activities and showcase their work | Benefit from the platform to showcase their talents and achievements | High | High |
| 4 | Contractors | Provide services and resources for the festival | Support the project as it provides business opportunities | Medium | High |
| 5 | Sponsor | Provides funding and support for the festival | Supports the project financially and benefits from visibility and branding opportunities | High | High |
| 6 | Local Community | Engage with the festival and participate in community events | Benefit from community engagement and cultural exchange opportunities | Medium | High |
| 7 | Guests | Attend the festival and participate in activities | Benefit from entertainment, networking, and educational opportunities | Low | Medium |
| 8 | Vendors | Provide goods and services for the festival | Support the project as it provides business opportunities | Medium | High |
| 9 | Management | Oversees the overall success of the festival | Supports the project and ensures alignment with university goals | High | High |

**Stakeholders Matrix**

****

**Communication Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Stakeholder** | **Actions to manage stakeholder** | **Frequency of Communication** | **Means of Communication** | **Who is Responsible** |
| 1 | Project Manager | Provide regular updates on project progress and milestones | Weekly | Emails, meetings, project status reports | Project Manager |
| 2 | Staff & Faculty | Engage in regular meetings to discuss festival planning and logistics | Bi-weekly | In-person meetings, email updates | Project Manager |
| 3 | UH Students | Communicate festival details, activities, and opportunities for participation | Regularly | Social media, newsletters, posters | Project Team |
| 4 | Contractors | Provide project updates, requirements, and timelines for deliverables | As needed | Emails, phone calls, meetings | Project Manager |
| 5 | Sponsor | Share project updates, sponsorship opportunities, and benefits | Regularly | Meetings, progress reports, sponsorship packages | Project Team |
| 6 | Local Community | Inform about festival events, community engagement activities, and partnerships | Regularly | Social media, community newsletters, flyers | Project Team |
| 7 | Guests | Provide event details, schedules, and registration information | As needed | Invitations, event programs, website updates | Project Team |
| 8 | Vendors | Communicate project requirements, timelines, and payment terms | As needed | Emails, phone calls, meetings | Project Manager |
| 9 | Management | Provide updates on project progress, risks, and budget management | Weekly | Meetings, project reports, presentations | Project Manager |

**7.0 PROJECT PRIVACY AND SECURITY**

Project privacy and security are crucial considerations for the festival to protect sensitive information, ensure data integrity, and safeguard the rights (Anyanwu, et al., 2024) of stakeholders. Here are some key aspects to consider:

1. Data Protection: Ensure compliance with data protection regulations such as the General Data Protection Regulation (GDPR) to protect personal information collected from attendees, participants, and stakeholders. Implement measures such as data encryption, secure storage, and access controls to prevent unauthorized access or data breaches.
2. Secure Transactions: If the festival involves online ticket sales, donations, or payments, ensure that the payment gateway is secure and compliant with Payment Card Industry Data Security Standard (PCI DSS) requirements. Use encryption protocols, secure sockets layer (SSL) certificates, and tokenization to protect financial transactions and sensitive data.
3. Privacy Policies: Clearly communicate privacy policies and terms of use to attendees, participants, and stakeholders regarding the collection, use, and storage of their personal information. Obtain consent for data processing activities and provide options for individuals to opt-out or update their preferences.
4. Cybersecurity Measures: Implement cybersecurity measures such as firewalls, antivirus software, intrusion detection systems, and regular security audits to protect against cyber threats, malware, and unauthorized access to systems and databases (Borky, & Bradley, 2018). Conduct regular security assessments and vulnerability scans to identify and address potential risks.
5. Access Controls: Implement role-based access controls to restrict access to sensitive information and systems based on user roles and permissions. Use multi-factor authentication, strong passwords, and account monitoring to prevent unauthorized access and data breaches.
6. Incident Response Plan: Develop an incident response plan to address data breaches, security incidents, or privacy violations effectively. Define roles and responsibilities, establish communication protocols, and conduct regular training and drills to prepare the team for potential security incidents.
7. Vendor Security: If third-party vendors or contractors are involved in the festival, ensure that they adhere to security and privacy standards. Include security requirements in contracts, conduct due diligence on vendors' security practices, and monitor their compliance with data protection regulations.

By implementing robust privacy and security measures, the University of Hertfordshire can protect sensitive information, build trust with stakeholders, and ensure a safe and secure environment for the 3-Day Festival. Regularly review and update security policies, conduct security awareness training, and stay informed about emerging threats and best practices in data protection and cybersecurity.

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