



Group Assignment: Integrated Project Plan (IPP)

Team: Himaayat

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Pups and Woofs Fundraising event WBS

1 Venue

- 1.1 Search venues for the event
- 1.2 List all candidate venue
- 1.3 Cost analysis for different venues
- 1.4 Determine event venue
- 1.5 Reserve the venue
 - 1.5.1 Sign contract
 - 1.5.2 Pay the reservation fee
 - 1.5.3 Full payment
 - 1.5.4 Complete reservation
- 1.6 Venue decoration
 - 1.6.1 Plan and design theme
 - 1.6.2 Finalize theme design
 - 1.6.3 Buy materials
 - 1.6.4 Set up decoration
- 1.7 Activity area planning

2 Food Truck

- 2.1 Search food truck for the event
- 2.2 Food trucks for people
 - 2.2.1 List cuisine types
 - 2.2.2 Decide the cuisine types
 - 2.2.3 Research vendors for decided cuisine types
 - 2.2.4 List the targeted food truck vendors
 - 2.2.5 Cost analysis for different food trucks
- 2.3 Determine the vendors of food trucks for people
 - 2.3.1 Check the availability of the targeted vendors
 - 2.3.2 Make decision
- 2.4 Reserve food trucks
 - 2.4.1 Sign contract
 - 2.4.2 Pay the reservation fee

2.4.3 Full payment

3 Activities

3.1 Musical concert

3.1.1 Search for performer candidates

3.1.2 List targeted concert performers

3.1.3 Cost analysis

3.1.4 Finalize performer

3.1.5 Reserve performer

3.1.5.1 Check availability

3.1.5.2 Sign contract

3.1.5.3 Pay the reservation fee

3.1.5.4 Full payment

3.2 Speech

3.2.1 Invite volunteer speakers

3.2.2 Veteran speeches

3.2.3 Animal shelter personnel speeches

3.2.4 Veteran Moving Forward speeches

3.3 Dog show

3.3.1 Define dog show rules

3.3.2 Invite dog owners

3.3.3 Volunteer judges

3.3.4 Prepare gifts for the winner and participants

3.4 Photobooth corner

3.4.1 Photobooth setup

3.4.2 Design photo corner decoration

3.4.3 Design promotion poster for photoshoot

3.4.4 Volunteer photographer

3.5 Dog play corner

3.5.1 Corner setup

3.5.1.1 Weave Pole

3.5.1.2 Dog Agility Tunnel

3.5.1.3 Chewy toys

3.5.2 Design activities for dogs and dog owners

4 Program

4.1 Event team

4.1.1 Recruit volunteers

4.1.2 Finalize volunteers

4.1.3 Break into different groups

4.1.4 Assign tasks

4.2 Props

4.2.1 Identify props

4.2.2 List required equipment

4.2.2.1 Visual equipment

4.2.2.2 Audio equipment

4.2.2.3 Lighting

4.2.2.4 Decoration materials

4.2.3 Finalize props

4.2.4 Cost analysis

4.2.5 Purchase props/ rent props

4.3 Program flow

4.3.1 Draft program flow

4.3.2 Approve program flow

4.3.3 Assign responsibilities to team members

4.3.4 Distribute flow for team

5 Ticketing, Invitation and Promotion

5.1 Ticketing

5.1.1 Review total estimated costs

5.1.2 Analyze the ticket price for the event

5.1.3 Finalize the ticket price

5.2 Invitation

5.2.1 Design invitation

5.2.2 Approve invitation

5.2.3 Create a guest list

5.2.4 Finalize guest list

5.2.5 Send out invitations

5.3 Promotion

5.3.1 Create a social media plan

5.3.2 Approve social media plan

5.3.3 Create posts

5.3.4 Schedule posts publishing

Scope of the fundraising event

Venue selection:

In scope:

- The location must be pet friendly. Pets (dogs) must be allowed at the venue.
- Must have parking space for food trucks.
- Must allow outside vendors to sell foods. (Food trucks for the event)
- The location must have the capacity to host 600 - 700 people at any given time.
- Location must have good connectivity to commute (public and private transportation)
- Location must provide basic facilities but not limited to hosting events such as chairs, tables, and electricity. Security for the event etc.

Venue options:

1. Riverside on the Potomac: Location: 44337 Spiks Ferry Road Leesburg, VA 20176, Phone (571) 528-1065. (Includes: Waterfall Terrace and Patio, Stable Gallery, Log Chapel)
2. South Riding: Location: South Riding Proprietary 43005 Center Street South Riding, Virginia 20152, Phone (703) 327-4390 (includes support for the event)

3. 1757 Golf Club: Location:1757 Golf Club, Waxpool Road Dulles, VA 20166, Phone (703) 444-0901 (includes a dance floor, coat check, tables & chairs, linens, silverware, glassware, outdoor lighting, venue set up & clean up, event coordination, full kitchen, large parking lot).
4. [Amazing Farm Fun \(Cow Barn\)](#): Location-at Ticonderoga 26469 Ticonderoga Road, Chantilly, VA (includes distinctive attractions, ideal for events with capacity of 5000 and also provides all the mandatory requirements and costs \$2000 for 9 hours).

Events:

In scope:

1. Veteran's speech:

There will be a corner in the venue that set up screens, projectors, microphones, speakers, and other types of equipment that can support the speech. We are planning to invite veterans to share their stories during the event and people from Veterans Moving Forward to share the organization's goal and their operations and programs. On the other hand, we are also going to invite people from animal shelters to give speeches and spread the idea of "why adopting animals from animal shelters is important".

Expected benefits:

- The public can understand veterans' challenges.
- The public can understand the importance and benefits of adopting animals from animal shelters.
- People can have a deeper understanding of the organization's purpose.
- Increase people's willingness to donate to Veterans Moving Forward

2. Photo corner:

A picture is worth a thousand words, and the same is no different when it comes to capturing those amazing moments during the event. As unforgettable as the event will be, having pictures to look back on will ensure the event lives on forever. The photo corner could be any form of the photo booth, polaroid camera, or polaroid printer.

Expected benefits:

- It brings the guests together and closer to the event in a booth for some photo-taking fun, fostering a genuine connection with the guests.
- People will be provided with two shots per person which will be included in the tickets (As per the ticket brought by the customers)
- Offer a one-of-a-kind experience for the guests to cherish.
- Encourage interaction and engagement among guests.

3. Commissioned food trucks:

Having food trucks at events can add excitement and variety for attendees. Make sure to have a designated space, comply with local health and safety regulations. Offer a variety of options to cater to different tastes and diets. With proper planning, food trucks can be a successful addition to any event.

- Increase footfall and registration for the events are expected to increase.
- The food trucks will be commissioned, and people will buy at will.
- People will have the option to eat and enjoy food & drinks with other pet lovers and share their experiences.

4. Dog show event:

Showcase your Dog's talent at our very own fund-raising event for Pets. Show you're and your dog's connection, talent, and fun within 5 minutes and win exciting gift vouchers and your pet's favorite food!

Expected benefits:

- Raise funds for the organization through participation.
- Provide an opportunity for Dog lovers to showcase their Dog's talents.
- Create awareness about Veterans and the organization.

5. Dog play corner:

The Family and dog fair event will have different dogs play corners to enjoy and have fun with other dogs by enjoying the activities such as but not limited to Weave Pole, Paw Hut Pet Seesaw and dog agility tunnel, etc. The main purpose of this event is to indulge pets in fun activities to enjoy the events.

Expected benefits:

- People will have a chance to explore and enjoy the events with their pets.
- Pet lovers can come together and enjoy with other pet lovers participating in the event.
- It will give opportunities for people to share knowledge about pet care.
- Increase the number of targeted participants for the next annual event based on the pet and people's experience with the event.

6. Music concert:

Join us for a night of music and entertainment as we raise funds for a worthy cause. The concert will feature a band from Sam Hill Entertainment and promises to be a night filled with great music, fun, and fundraising.

Expected benefits:

- Incentivize ticket sales for the fundraising event.
- Provide an opportunity for music lovers to enjoy an evening of live music.
- Create awareness about Veterans Moving Forward.

Stakeholder Register

Stakeholder Position/ Role	Type of Stakeholder	Stakeholder Expectation(s)	Stakeholder Interest(s)	Influence on Project Result	Stakeholder management strategies
Project Sponsor	Internal	Want a specific plan for the project execution	HIGH	Supporter	Updated by the Project Manager with progress report, Risk, and Requirements
Project Manager	Internal	Deliver project on time, cost, and scope	HIGH	Supporter	Resolve issues during the daily project briefing
Project Team	Internal	Expect proper guidance, achievable timeline, cost & resource	HIGH	Supporter	Daily Briefing, Effective Communication, Change Management, and Compensation
Consumers	External	Expect Excellent customer service, Fair pricing, Easy Convenience	MEDIUM	Supporter	focus on building strong, long-term relationships, addressing their concerns and needs in a timely and effective manner
Logistic Management	Internal	creating and carrying out logistics plans, researching logistics methods, and	MEDIUM	Neutral	lead to improved operational efficiency, Engaging with customers, Partnering with suppliers, and Building relationships with carriers

		managing transportation.			
Project Coordinator	Internal	keep the project going smoothly and undertakes administrative responsibilities for the project manager and team members.	HIGH	Supporter	focus on building strong, long-term relationships with all stakeholders, and addressing their concerns and needs in a timely and effective manner
Photo booth Vendor	External	Delivered a variety of props and backdrops, Timely setup and takedown, and Quick and easy photo sharing	MEDIUM	Neutral	Focus on Engaging with customers, Partnering with event planners, and interacting with regulators and project stakeholders
Food Truck Vendor	External	Delivered High-quality food, Efficient services, Good Hygiene, Clear & Fair Pricing, Friendly and professional staff,	MEDIUM	Neutral	Kept engaged by Involvement in the planning, delivery, and promotion. Must be assured of the Quality and improved well-being of the customers
EVENT Sponsor	External	Be prepared to participate in projects that will have a big influence.	MEDIUM	Supporter	approaches that should be continuously monitored, informed, and regulated.

Milestone List

A milestone is a particular moment in a project's life cycle that is used to gauge progress made toward the result.

By providing precise objectives and dates, milestones assist in creating expectations for team members and

stakeholders. If all the project's stakeholders are aware of each milestone, tracking progress is significantly simpler.

We have the following milestones in our project,

Sr No.	Milestones	Expecting End date
1	Project Charter Approval	01/25/2023
2	Project Kick-off meeting	01/19/2023
3	Distributed Project Plan	02/16/2023
4	Tie-up with vendors completed	03/12/2023
5	Advertising Completed	04/07/2023
6	Project Launched	04/08/2023
7	Project closure	04/09/2023

Summary of Project Schedule

A project schedule outlines the tasks that must be completed, the resources that must be used, and the project's due date. It's a timeline that specifies the beginning and end times as well as the milestones that must be attained for the project to be finished on schedule. An overview of the project's high-level delivery timeline is shown in the table below.

Sr No	Project Deliverables	Start Date	End Date
1	Kick-off meeting	01/15/2023	01/19/2023
2	Finalizing Event Ideas	01/25/2023	02/08/2023
3	Project management	02/09/2023	02/16/2023
4	Finalizing venue	02/17/2023	02/25/2023
5	Vendor Selection	02/26/2023	03/05/2023
6	Tie up with Food Trucks	03/06/2023	03/12/2023
7	License or Permit	03/15/2023	03/25/2023
8	Preparing areas for activities like Dog shows, Photobooths and dog play corner	03/26/2023	03/31/2023
9	Marketing of Events	03/25/2023	04/07/2023
10	Training of volunteers	04/01/2023	04/07/2023

11	Project launched	04/08/2023	04/08/2023
12	Project closure	04/09/2023	04/09/2023

Communications Plan

We have designed a communication plan that will leverage the existing website of VMF, along with some other marketing techniques and communication mediums. The purpose of this communication plan is to ensure the creation of awareness and aid for veterans and create the public relations required to gather support and attendees for the cause. The target audience is dog owners, and veteran supporters capable of donations to the cause. Veteran's Associations and Support Groups will also be a target audience for direct marketing campaigns for the event. The communication plan will involve direct and indirect marketing techniques, publishing newsletters and emails to the targeted audience along with flier and indirect marketing techniques in dog parks and public gardens. Businesses and Industries that have been vocal about supporting veterans can also be approached for aid and creating awareness for the event.

The key mediums used for communications will be,

- Emails to existing donors and supporters.
- Newsletters for continued interactions
- Emails to pet owners and veteran supporters.
- Communications with Organizations and Businesses that support veterans.
- Gather external support through dog park advertisements.

Ethics Policy

Honesty: Every member of the team is expected to act with honesty and integrity in all their actions.

The team follows the Agile PM methodology and as such, transparency is a valued quality.

Respect: Each member of the team is expected to treat everyone associated with the project with the utmost respect. Conflicts may occur and are expected to be resolved with due respect to any parties involved.

Fairness: All members of the team are expected to act in fairness to each other and to the organization that they are associated with. Every individual must have an equal opportunity and all opinions must be considered in cases of conflict and general association.

Responsibility: Everyone is expected to make judgments and decisions in fairness, and for the benefit of society, public safety, and the environment. Everyone is expected to fulfill tasks and assignments assigned to them with due diligence and commitment, based on their skill and expertise.

Accountability: Everyone is expected to take accountability in case of errors and misjudgments and bring it to the attention of all concerned team members in due time. Everyone is expected to be committed completely to the tasks they have been assigned.

Initial cost statement

Expenses	Pessimistic cost	Optimistic Cost	Most likely
	Upper-cost limit	Lower cost limit	Budgeted cost
Venue (Amazing Farm - Cow Barn)	\$4,000	\$2,000	\$3,000
Events			
Polaroid corner	\$1,500	\$500	\$1,000
Food truck for people	\$4,500	\$3,500	\$4,000
Music Concert	\$2,500	\$1,000	\$1,750
Minutes to Fame	\$150	\$100	\$125
Veterans Presentation	\$1,000	\$800	\$900
Dogs play corners	500	100	\$300

Total	\$14,150	\$8,000	\$11,075
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Pricing of events based on the number of people

Expected Participations #	Events Tickets (USD)		Polaroid corner (USD)		Dog show (USD)	
	Min	Max	Min	Max	Min	Max
	\$60	\$80	\$5	\$10	\$5	\$10
100	6000	8000	500	1000	500	1000
300	18000	24000	1500	3000	1500	3000
500	30000	40000	2500	5000	2500	5000
700	42000	56000	3500	7000	3500	7000

Expected Benefit

Event Cost and Profitability	Expected Revenue (Before Deduction)	Most Likely Profit	Pessimistic Profit	Optimistic Profit
Targeted Participation		After cost Deduction	Upper-cost limit	Lower cost limit
300	25500	\$14,425	\$11,350	\$14,425
500	42500	\$31,425	\$28,350	\$34,500