

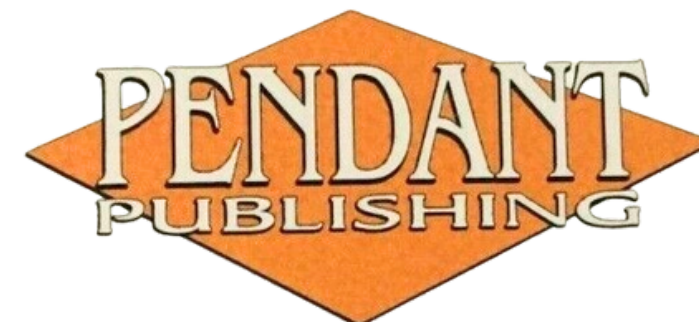


# PUBLISHING CONVENTION

## PROJECT MANAGEMENT PRESENTATION

Sierra Ashworth, Project Manager

August 28, 2025





# PROJECT OVERVIEW

Pendant Publishing will showcase:

- Training manuals and educational textbooks at the 2025 Publishing Convention.

This project will design, produce, and manage:

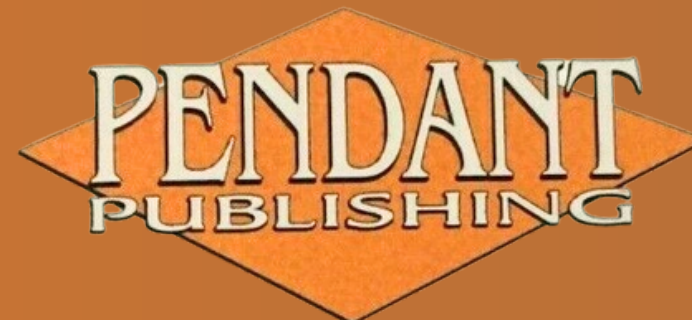
- An engaging booth experience that highlights offerings, promotes employee expertise, and attracts potential clients and authors.

Goal:

Deliver a professional, engaging booth experience at the 2025 Publishing Convention that elevates Pendant Publishing's brand, showcases key products, and generates qualified leads.

Key Details:

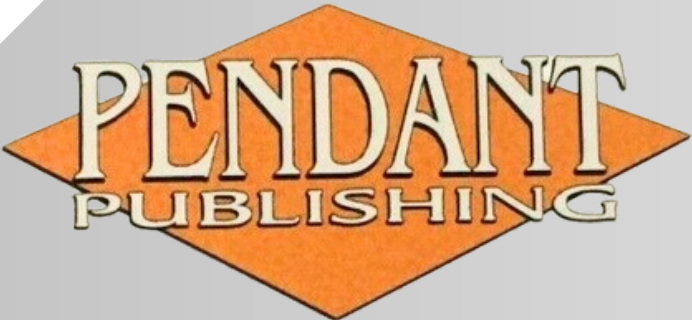
- Total Project Time: 104 hours
- Total Budget: \$191,966.50
- Convention Date: August 30, 2025



# PROJECT TIMELINE

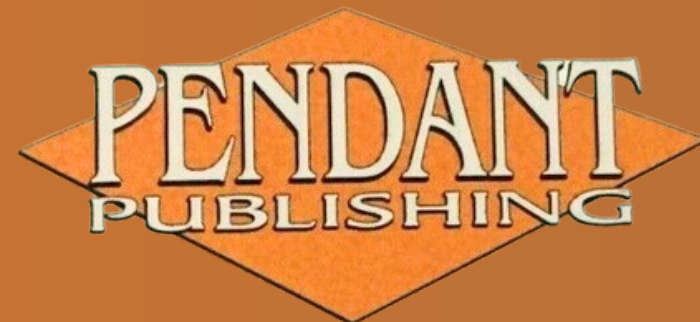
## MILESTONE BASED

Milestone	Date	Tasks Aligned
Project Kickoff	July 7, 2025	Begin 1.1–1.3 tasks: Stakeholder interviews, budgeting, timeline development
Design Approval Deadline	July 21, 2025	Complete 2.1 tasks: Final booth concept and design approval
Vendor Orders Finalized	July 25, 2025	Complete 2.2 and 2.3: Designs ready, demos approved, orders placed
Shipping Deadline	August 22, 2025	Finish 3.1: Inventory shipped and tracked
Booth Setup	Aug 26–29, 2025	Execute 3.2 and 3.3: Onsite setup, equipment installed, staff ready
Convention Date	August 30, 2025	Full execution of 4.1 and 4.2: Booth operation and real-time engagement
Booth Teardown & Return	Aug 31–Sept 3, 2025	Complete 5.1 and 5.2: Teardown, lead follow-up, final report





# PROJECT SCOPE





# PROJECT OBJECTIVES

Strengthen  
brand presence  
and industry  
visibility

Highlight  
flagship  
products and  
services

Generate  
high-quality  
leads and  
partnerships

Provide a  
cohesive and  
memorable  
booth  
experience





# SCOPE DESCRIPTION

- Planning, production, coordination, and on-site execution of convention booth
- Creation of all required materials aligned with brand standards
- Management of equipment, shipping, staffing, and on-site logistics
- Engagement strategies to drive booth traffic and collect qualified leads



# DELIVERABLES

- Booth Design and construction per brand guidelines
- Production of printed materials and digital assests
- Development of interactive demonstrations
- Comprehensive staffing and logistics plans
- Risk management plan for potential disruptions



# ACCEPTANCE CRITERIA

- Booth setup completed on schedule per approved designs
- All printed and digital materials functional and available on opening day
- Booth staffed appropriately for all event days
- Total project costs remain within the approved budget
- Post-event stakeholder review confirms objectives met





# EXCLUSIONS

- The project team will not plan, coordinate, or manage events like off-site dinners, hospitality, or sponsorships. Any activities outside of the booth footprint fall outside the scope of this project.
- Technical assistance will only be provided for booth specific systems. Support for staff laptops, personal devices, or payment systems will not be covered.
- The project does not include creating new advertisements, social media campaigns, or other marketing initiatives unrelated to the booth's purpose. Additional campaign development must have their own project contract, scope, and budget.





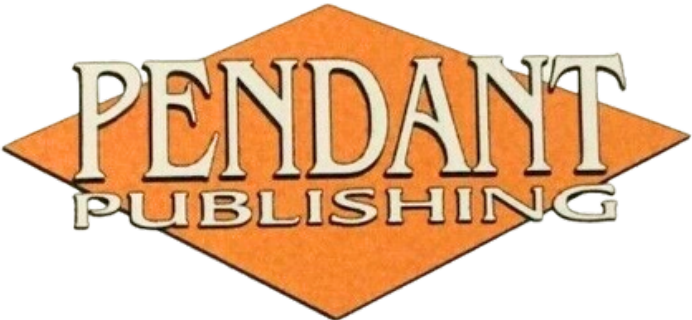


# PROJECT SCOPE SUMMARY

In Scope	Out of Scope
<ul style="list-style-type: none"><li>• Booth design</li><li>• Construction</li><li>• Staffing</li><li>• Branding</li><li>• Promotional Materials</li><li>• Logistics</li><li>• Follow-up</li></ul>	<ul style="list-style-type: none"><li>• Non-booth events</li><li>• Unrelated IT Support</li><li>• External Campaigns</li></ul>

Acceptance Criteria:

- Design approved by July 21
- Materials delivered by August 22
- Alignment with brand standards
- Contingency plans in place



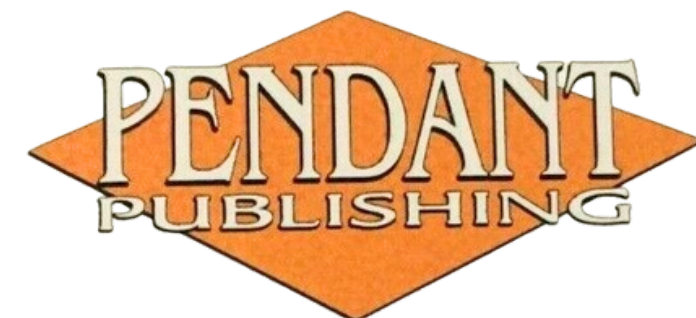




# Q&A DISCUSSION

Let's Discuss:

- Are we aligned on expectations and timeline?
- Any gaps or approvals we need to address now?
- Are there additional priorities we should consider?



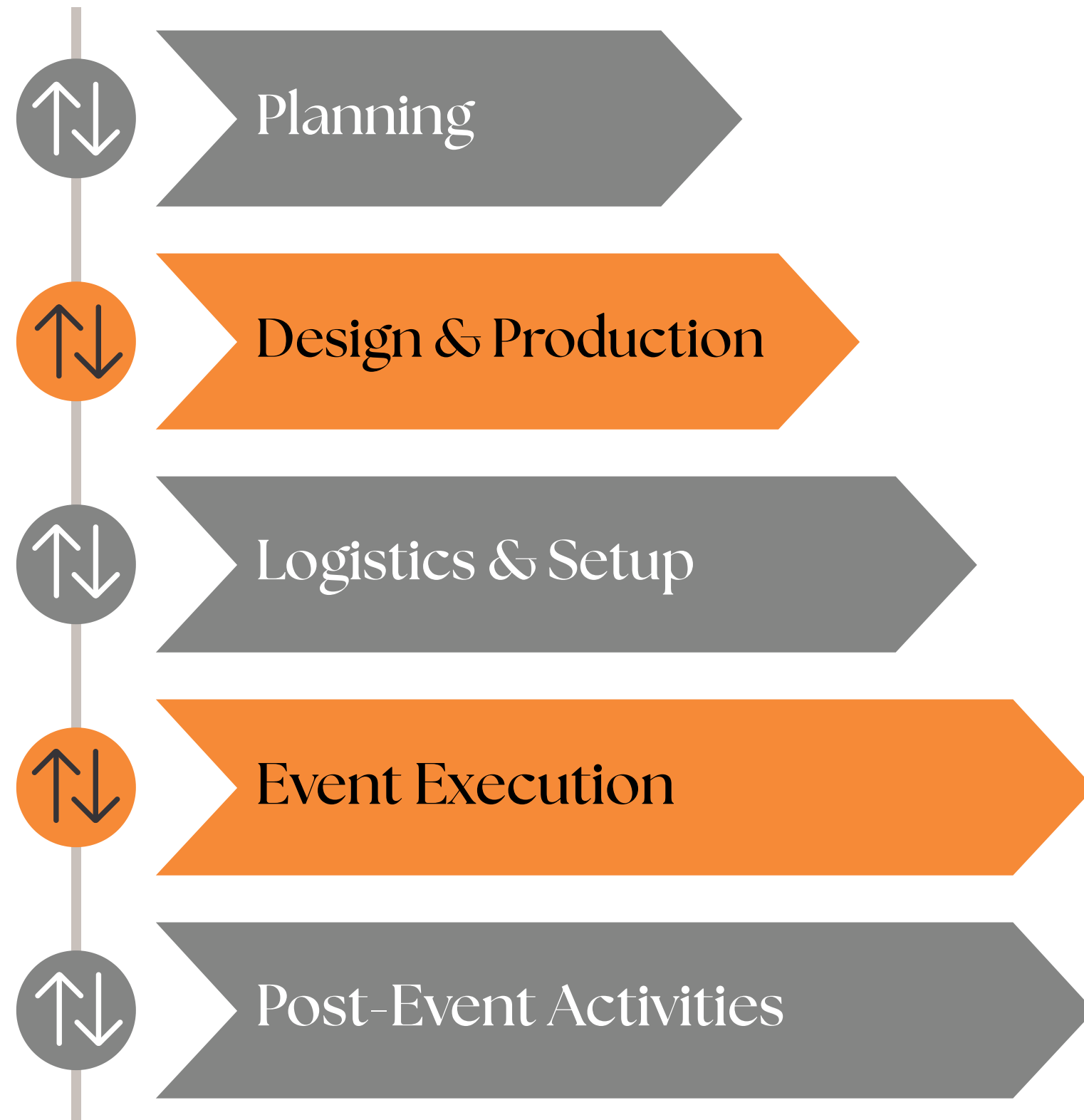




# TASK ESTIMATES



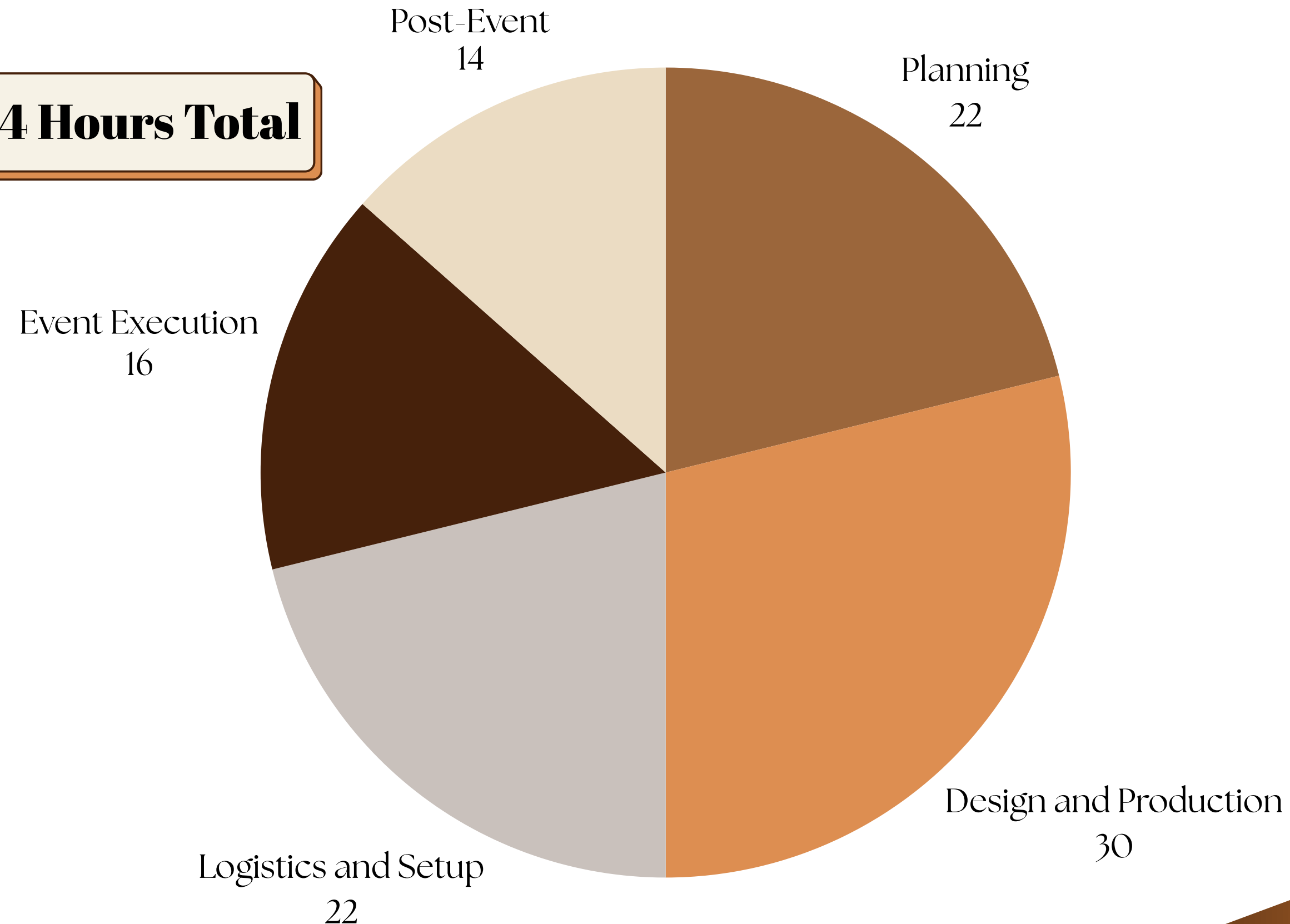
# WORK BREAKDOWN STRUCTURE



# Task Breakdown by Phase

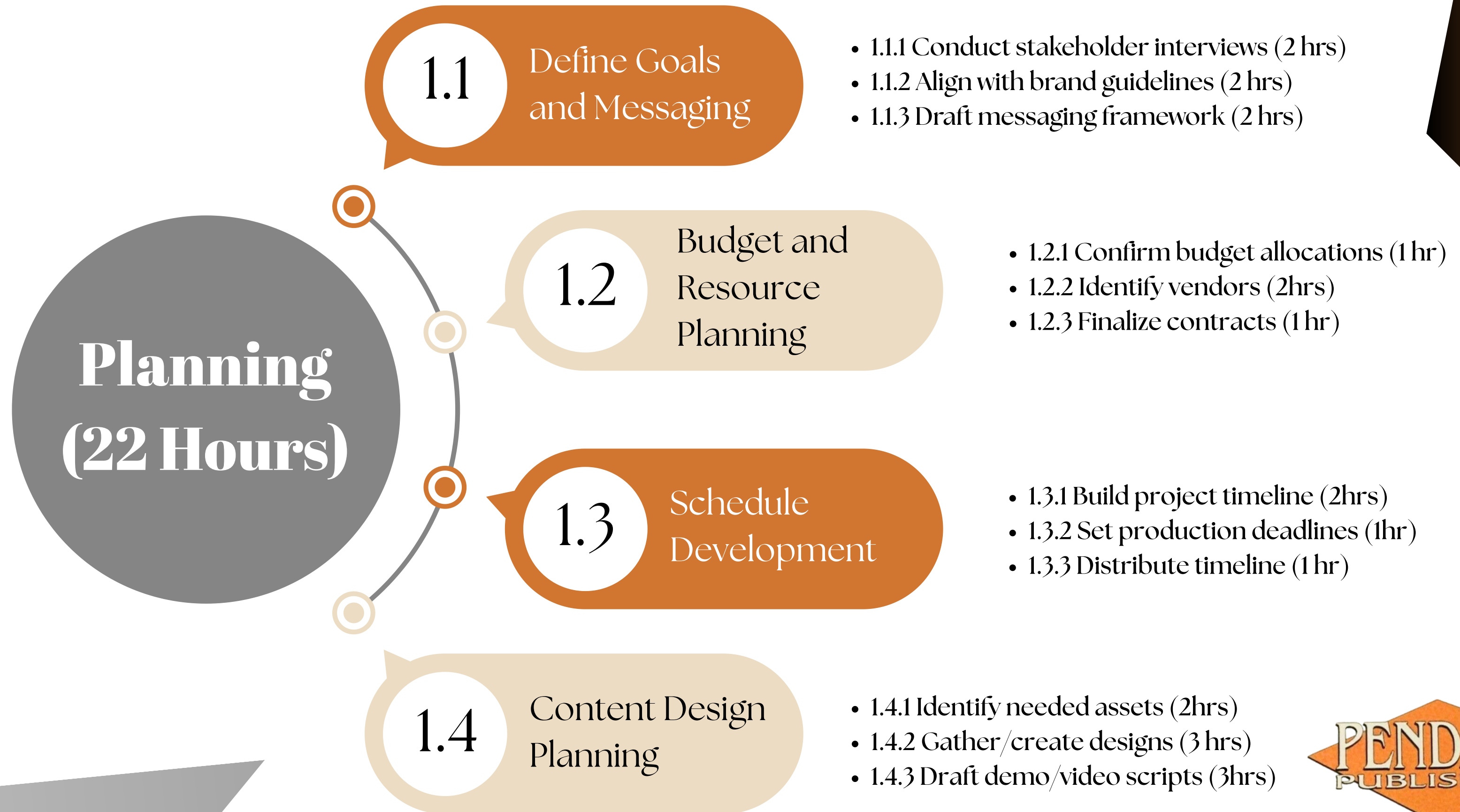
Time Estimates (in hours)

**104 Hours Total**





# PHASE ONE:



# PHASE TWO:

## Design & Production (30 hrs)

2.1

Booth Design  
Process

- 2.1.1 Sketch booth concepts (3 hrs)
- 2.1.2 CAD modeling (4 hrs)
- 2.1.3 Finalize design (2 hrs)
- 2.1.4 Coordinate production (3hrs)

2.2

Multimedia &  
Interactive

- 2.2.1 Create demos for touchscreen displays (6 hrs)
- 2.2.2 Test features (2 hrs)
- 2.2.3 Revise per feedback (2 hrs)

2.3

Creative  
Production

- 2.3.1 Finalize designs for print materials (3 hours)
- 2.3.2 Send to print (2 hrs)
- 2.3.3 Review and approve proofs (3 hrs)



# PHASE THREE:

## Logistics & Setup (22 hrs)

3.1

Shipping  
Coordination

- 3.1.1 Inventory prep (1 hr)
- 3.1.2 Vendor shipping (2 hrs)
- 3.1.3 Storage logistics (1 hr)
- 3.1.4 Delivery verification (2 hrs)

3.2

Booth Setup

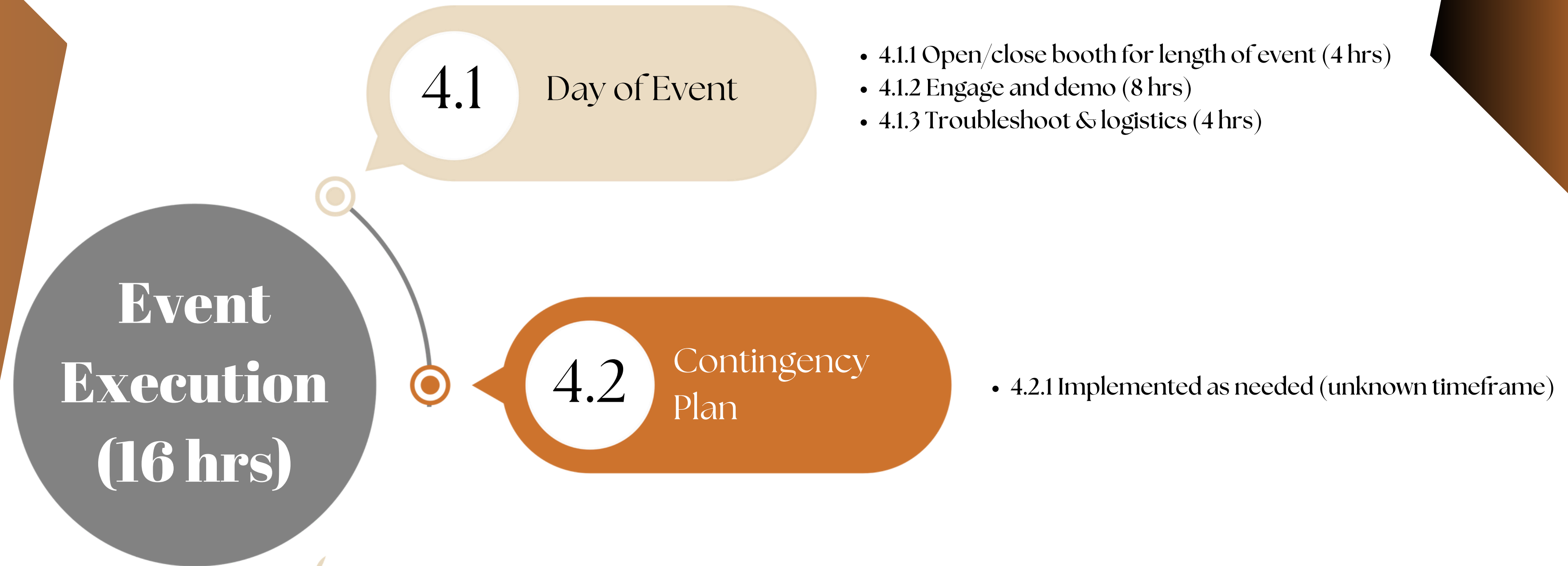
- 3.2.1 Oversee setup (4 hrs)
- 3.2.2 Install equipment (4 hrs)
- 3.2.3 Final checks (2 hrs)
- 3.2.4 AV and tech demo dry-run (2 hrs)

3.3

Staff  
Preperation

- 3.3.1 Schedule and contingency plan (1 hr)
- 3.3.2 Travel, lodging, meals (2 hrs)
- 3.3.3 Pre-event briefings (1 hr)

# PHASE FOUR:





# PHASE FIVE:

## Post-Event (14 hrs)

5.1

Teardown &  
Return

- 5.1.1 Pack materials (4 hrs)
- 5.1.2 Coordinate return shipping (2hrs)

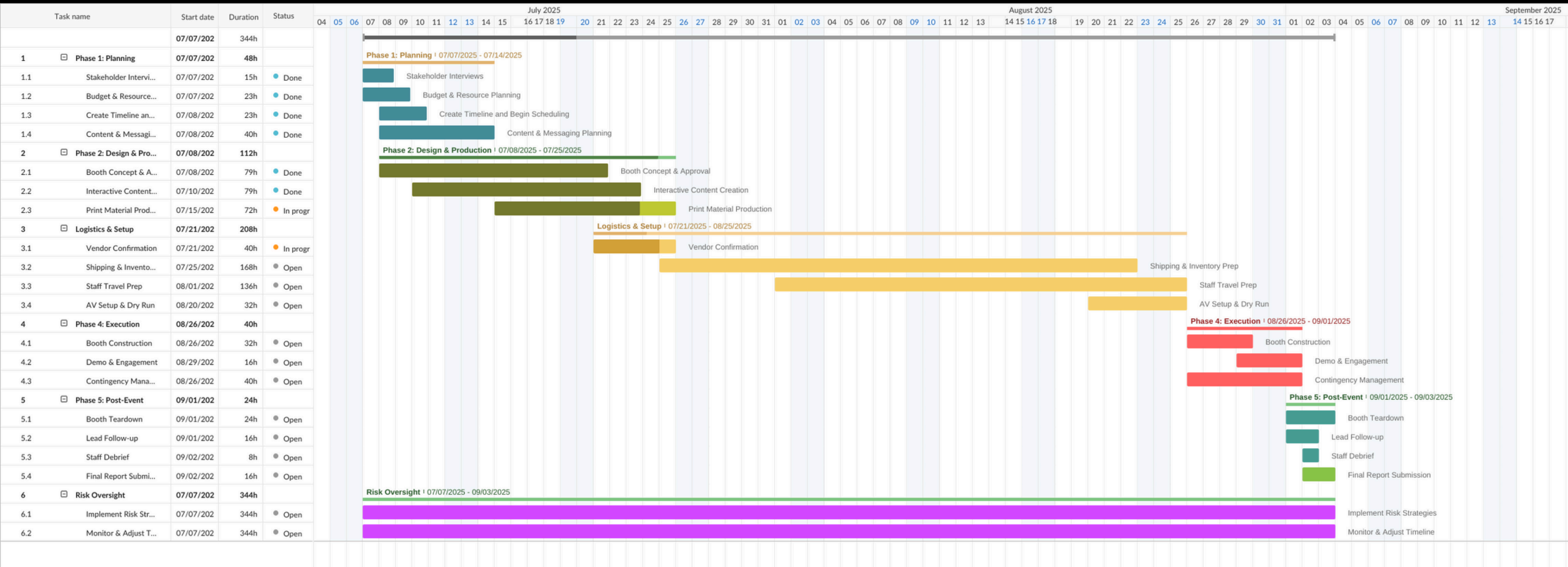
5.2

Lead Follow-up  
& Review

- 5.2.1 Distribute leads (3 hrs)
- 5.2.2 Staff debrief (2 hrs)
- 5.2.3 Write post-event report (3 hrs)

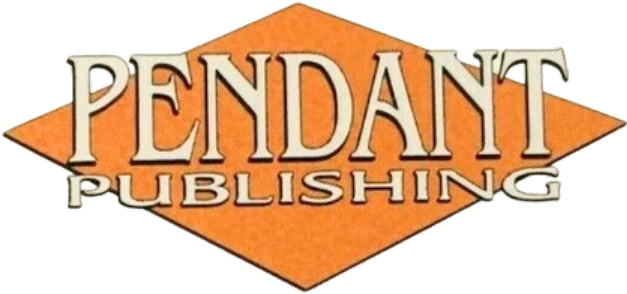
# PROJECT SCHEDULE - GANTT CHART

Pendant | Publishing Convention Booth



Total project hours: 104

Gantt Chart Provided as Handout



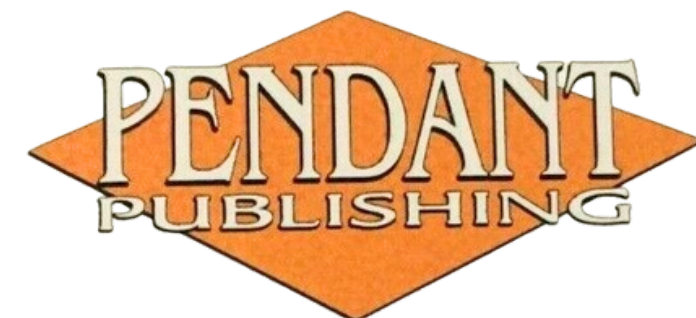




# Q&A DISCUSSION

Let's Discuss:

- Feedback on the timeline?
- Suggestions for improving booth logistics?





# BUDGET & RESPONSIBILITIES

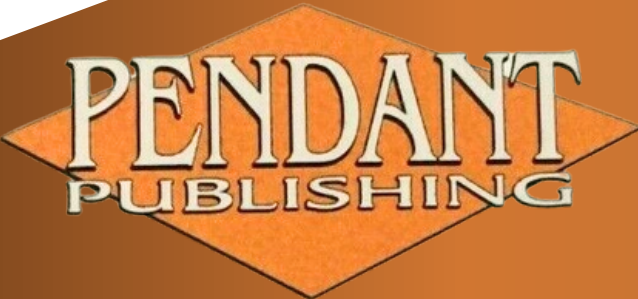




Category	Cost (USD)
Labor	\$41,950.00
Travel, Lodging & Meals	\$55,800.00
Booth Construction & AV	\$27,800.00
Promotional & Giveaway Materials	\$29,565.00
Technology & Software	\$2,800.00
Logistics & Operations	\$10,800.00
Staff Support & Safety	\$5,800.00
Contingency (10%)	\$17,451.50
<b>Total Project Budget</b>	<b>\$191,966.50</b>

# BUDGET BREAKDOWN

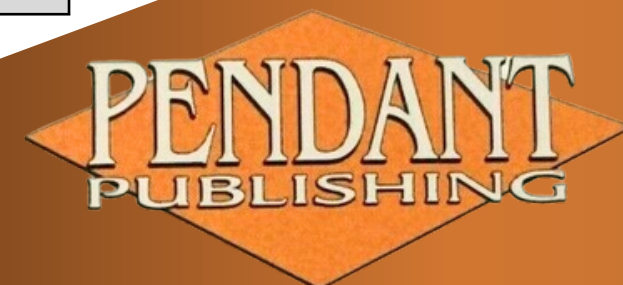
Itemized Budget Provided as Handout



Task/Deliverable	Project Manager	Marketing Lead	Design Staff	AV/Logistics Supervisor	Internal Staff	IT Technician	On-Call Staff	Vendors	Leadership	Copywriter
Define Goals and Messaging	A	R	C	I	I	I	I	I	C	C
Budget & Resource Planning	A	R	C	C	I	I	I	C	C	I
Project Timeline & Scheduling	A, R	R	C	C	I	I	I	C	C	I
Booth Design & Concept	A	C	R	C	I	I	I	R	C	I
Interactive Demo Development	A	C	R	C	I	C	I	R	I	I
Printed Materials Design	A	R	R	I	I	I	I	R	I	R
AV Equipment & Setup	C	I	C	R	I	R	C	R	I	I
Promotional Giveaway Coordination	A	R	C	I	R	I	C	R	I	I

# RACI MATRIX

RACI Matrix Provided as Handout





Task/Deliverable	Project Manager	Marketing Lead	Design Staff	AV/Logistics Supervisor	Internal Staff	IT Technician	On-Call Staff	Vendors	Leadership	Copywriter
Travel & Lodging Coordination	A, R	R	I	I	R	I	C	I	I	I
Onsite Booth Setup	R	I	I	A	R	R	R	C	I	I
Staff Schedule & Briefing	A, R	R	I	C	R	C	R	I	I	I
Booth Operation (Event Day)	A, R	C	I	R	R	R	R	I	I	I
Risk & Safety Oversight	A, R	I	I	R	R	C	R	I	I	I
Lead Collection & Processing	A, R	R	I	C	R	I	C	I	I	I
Post-Event Report	A, R	R	C	C	I	I	I	I	C	C

# RACI MATRIX

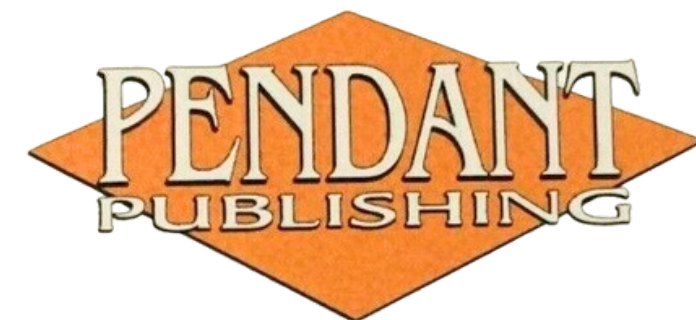
RACI Matrix Provided as Handout



# Q&A DISCUSSION

Let's Discuss:

- Are we aligned on expectations and responsibilities?
- Any gaps or approvals we need to address now?
- Are there additional budget items we should consider?





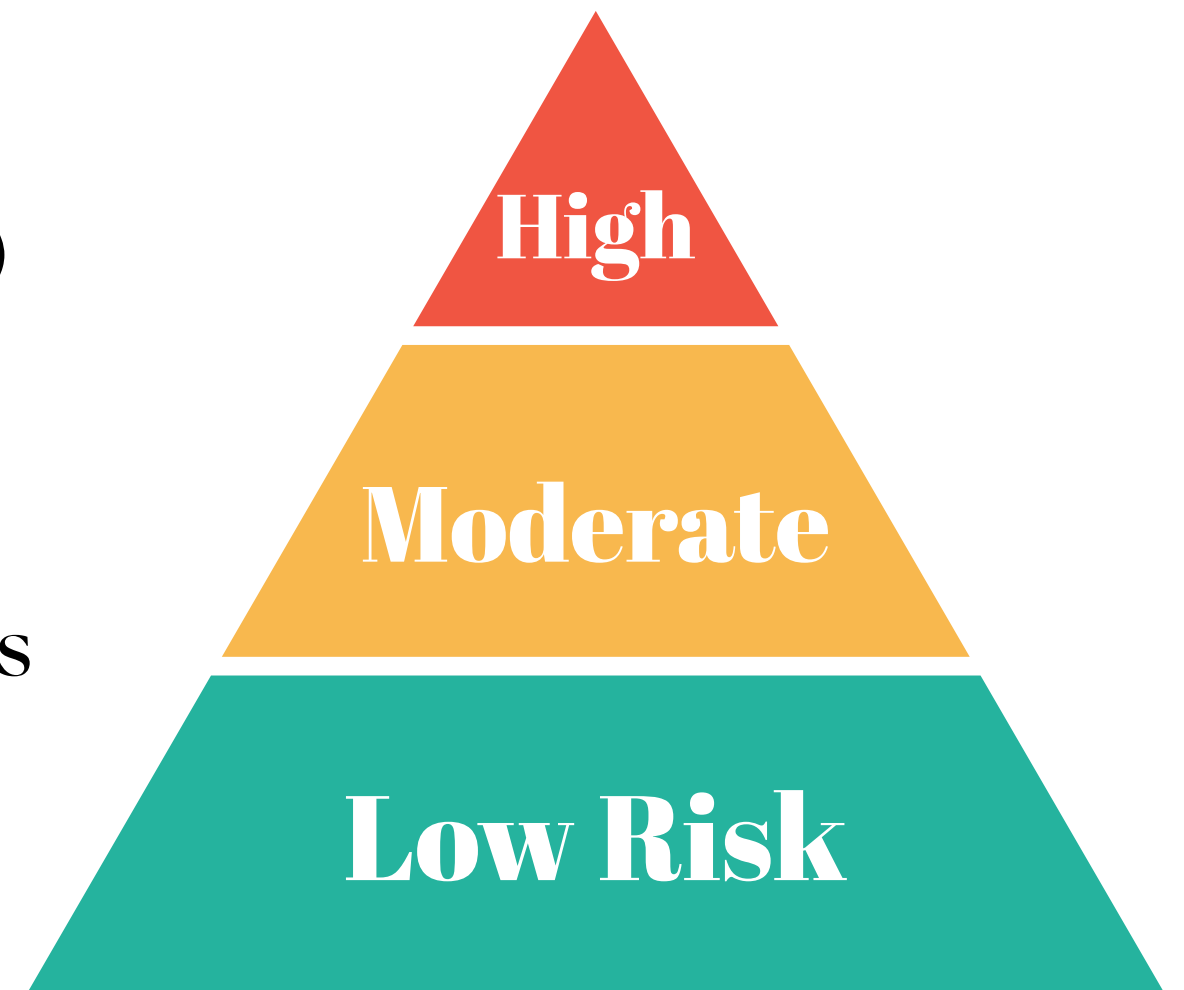


# RISK ASSESSMENT



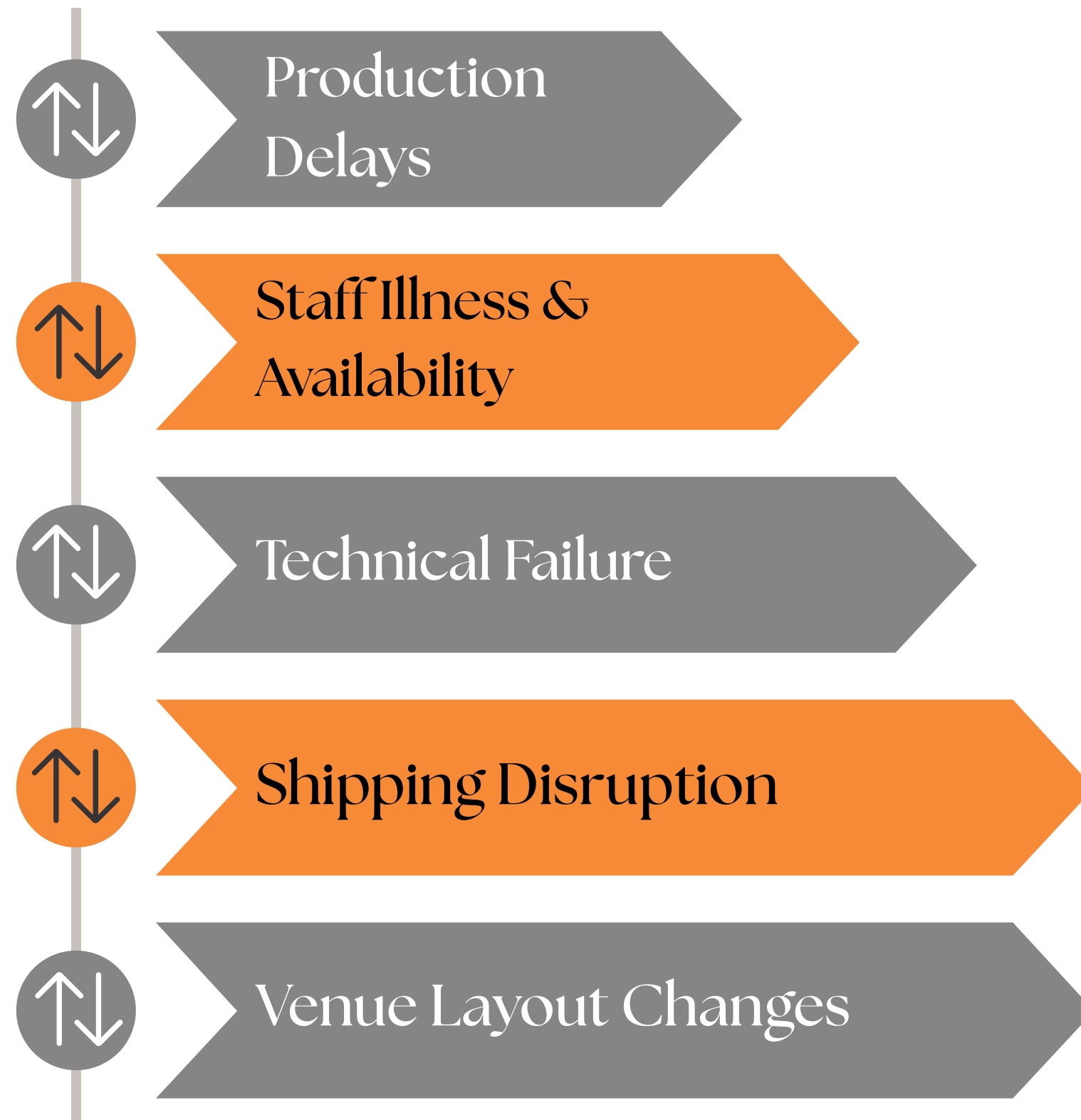
# RISK SCORING METHOD

- Impact × Probability (1–5 scale)
- Risk Score = Severity of Threat
- Prioritized top 10 potential risks



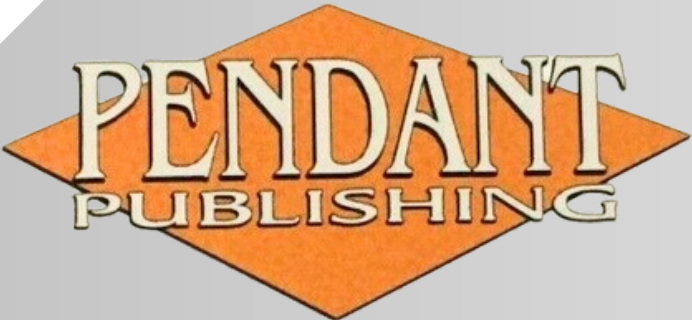


# TOP 5 RISKS (OVERVIEW)



# RISK MATRIX TABLE

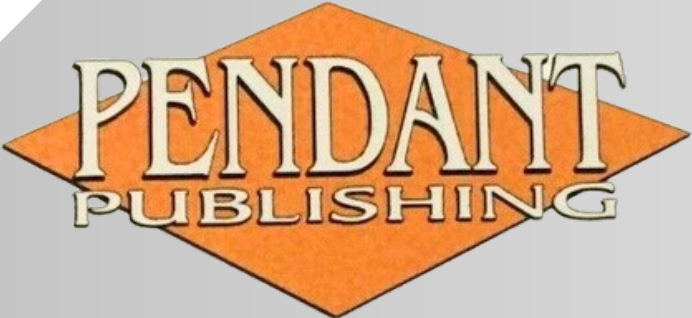
#	Risk	Impact (1–5)	Probability (1–5)	Risk Score (I×P)
1	Production delays (booth or materials)	5	4	20
2	Key staff illness or unavailability	4	4	16
3	Technical failure during interactive demos	4	4	16
4	Shipping disruption (materials arrive late/damaged)	5	3	15
5	Venue layout change or last-minute restriction	4	3	12
6	Design approval delays	3	4	12
7	Vendor underperformance	4	3	12
8	Budget overrun	5	2	10
9	Printing errors or low- quality materials	3	3	9
10	Low booth engagement/ROI	3	2	6





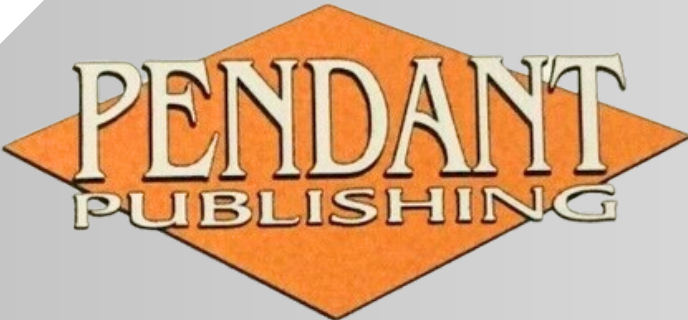
# RISK MANAGEMENT PLAN

Risk	Score	Owner	Response Strategy	Action Plan
Production delays	20	Project Manager (Sierra)	Mitigate	Build a 1-week buffer into all design, printing, and vendor delivery timelines. Monitor progress weekly and confirm deadlines in writing.
Key staff illness or unavailability	16	Booth Staffing Lead	Mitigate	Develop a staffing contingency plan with alternates identified and briefed. Include backup staff on-call with lodging reserved.
Technical failure during demos	16	AV Vendor + Interactive Content Lead	Prevent	Test all equipment onsite during setup. Keep extra cables, batteries, and a backup laptop on hand. Create static fallback content if demos fail.
Shipping disruption	15	Logistics Coordinator	Mitigate	Ship high-priority items early with tracking and insurance. Identify a backup courier and have local printing/vendor options in case of emergencies.
Venue layout changes or restrictions	12	Project Manager + Convention Liaison	Monitor	Stay in constant contact with the liaison. Verify booth specs during pre-event walk-through. Have alternate booth layout configurations on file.



# SECONDARY RISKS

Risk	Score	Strategy & Owner	Action Plan
Design approval delays	12	Prevent Project Manager	Set internal deadlines 3–5 days ahead of vendor timelines. Follow up with stakeholders proactively to avoid bottlenecks.
Vendor underperformance	12	Prevent + Mitigate Logistics Coordinator	Vet vendors through past performance and references. Use clear contracts with deadlines and penalties. Monitor early drafts or prototypes.
Budget overrun	10	Monitor + Contain Project Manager	Track spending weekly against a shared budget tracker. Include a 10% contingency buffer within line items for unplanned expenses.
Printing errors or poor quality	9	Mitigate Logistics Coordinator	Request test prints/proofs and build time for reprints. Work with reliable, high-rated vendors.
Low booth engagement	6	Prevent Booth Staffing Lead	Incorporate audience-tested interactive elements and giveaways. Promote ahead of time via event channels. Assign staff to actively engage visitors.



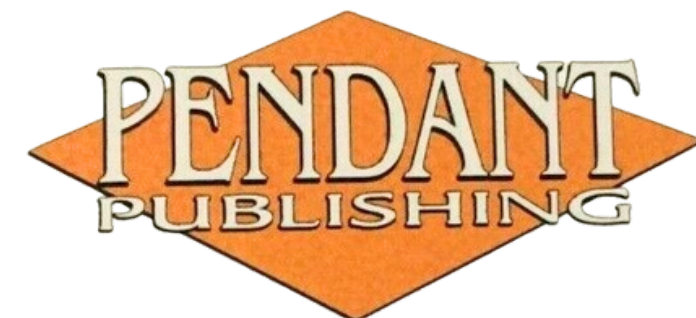




# Q&A DISCUSSION

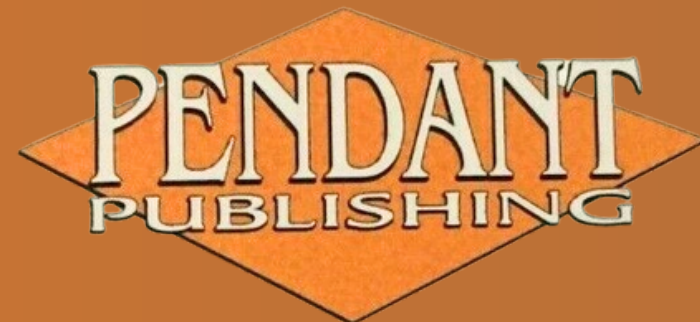
Let's Discuss:

- Are there any additional risks you foresee that we haven't addressed?
- Do the assigned risk owners and response strategies feel appropriate and actionable?
- Is there alignment on how we'll monitor and communicate risk updates leading up to the convention?





# COMMUNICATION PLAN





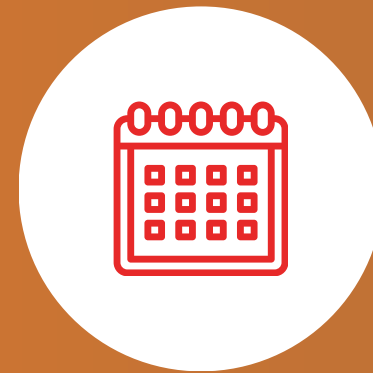
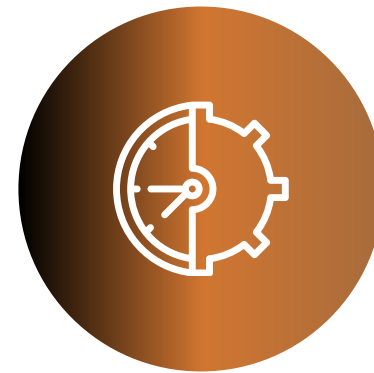
# COMMUNICATION PLAN OVERVIEW

## ONE

- Weekly progress meetings via video conference starting July 14, 2025.
- Shared assest tracker for real-time updates.

## TWO

- Email as the primary channel for updates; phone for urgent matters.



## THREE

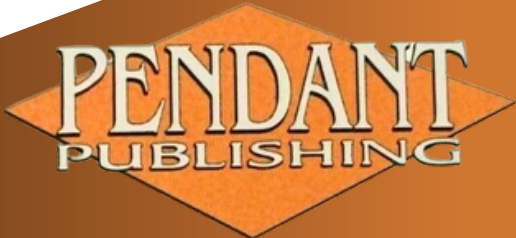
- Daily updates during the week before the convention.

## FOUR

- Stakeholder sign-offs required at key milestones

What	When	Who (Recipients)	Owner (Sender)	Method
Weekly Status Updates	Every Friday through August 15, 2025	Marketing Lead, AV Supervisor, Design, IT, On-Call Staff	Project Manager	Email, Shared Task Tracker
Project Kickoff Meeting Summary	July 7, 2025	All Staff, Leadership	Project Manager	Video call, Summary Email, Slide Deck
Stakeholder Interviews Summary	After completion (July 10–11)	Marketing Lead, Copywriter, Leadership	Project Manager	Email, Shared Doc
Budget Approval Packet	July 15, 2025	Leadership, Finance Liaison	Project Manager	Email with attached itemized budget PDF
Design Concept Draft & Approval	July 19, 2025	Leadership, Marketing Lead, Vendors	Design Staff	Slide Deck, Email Follow-Up
Design Final Approvals	By July 21, 2025	Design Staff, Marketing Lead, Leadership	Project Manager	Email, Digital Sign-off
Bi-Weekly Leadership Check-In	Starting July 21, 2025	Leadership, Marketing Lead	Project Manager	Video call
AV Requirements & Layouts	July 21, 2025	AV/Logistics Supervisor, IT Technician	Design Staff	Shared Doc, In-person
Vendor Final Confirmations	July 25, 2025	Vendors, AV/Logistics Supervisor	Project Manager	Email, Phone if urgent
Travel Brief	August 20, 2025	All Staff Attending Convention	AV/Logistics Supervisor	In-person, Shared Doc, Text Message
Booth Setup Briefing & Checklist	August 25, 2025	All Onsite Staff (including On-Call)	Project Manager	In-person, PDF checklist
Crisis Protocols & Emergency Contacts	August 25, 2025	All Staff	Project Manager	Crisis plan binders, In-person
Daily Onsite Briefings	August 26–30, 2025 (8:30 a.m. daily)	All Onsite Staff	Logistics Supervisor	In-person, Group text summary
Daily Staff Feedback Collection	August 26–30, 2025 (End of Day)	All Staff	AV/Logistics Supervisor	Microsoft Form
Raffle Winner Coordination	August 30, 2025	Marketing Lead, Copywriter	Marketing Lead	Text, Social Media, Email
Post-Event Wrap-up & Lead Report	September 3, 2025	Leadership, Marketing Lead, Sales	Project Manager	Email, Slide Deck, PDF Report
Final Project Debrief & Lessons Learned	September 4, 2025	All Staff	Project Manager	Video call

# COMMUNICATION PLAN BREAKDOWN



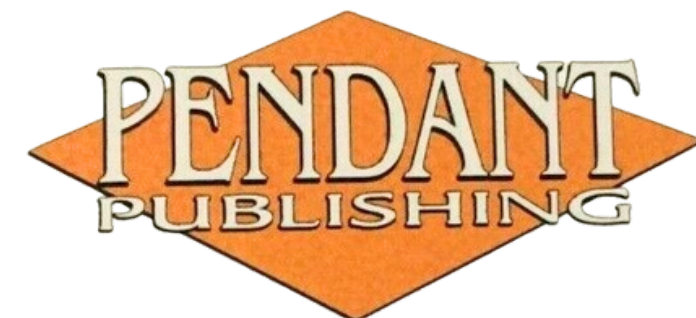




# Q&A DISCUSSION

Let's Discuss:

- Is there alignment on how we'll monitor and communicate updates leading up to the convention?
- Final items for consideration?





# SIGN-OFF AND NEXT STEPS

- Approval of Plan
  - Digital Sign-off
  - Proceed With Project Plan





# THANK YOU

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704-777-5777

