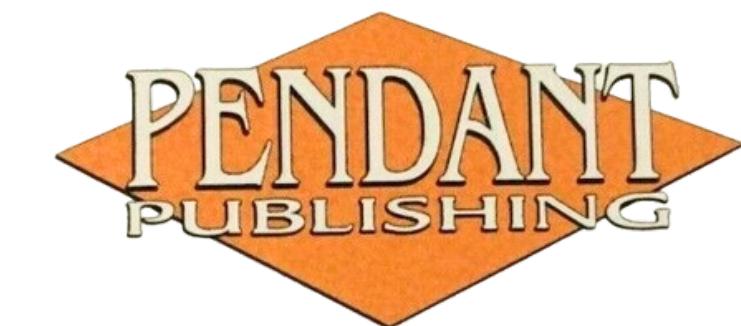




PUBLISHING CONVENTION

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:

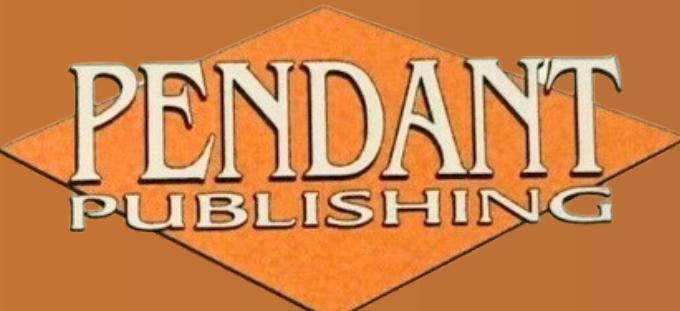
- An engaging booth experience that highlights offerings, promotes employee expertise, and attracts potential clients and authors.

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 assets
- 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">• Booth design• Construction• Staffing• Branding• Promotional Materials• Logistics• Follow-up | <ul style="list-style-type: none">• Non-booth events• Unrelated IT Support• External Campaigns |

Acceptance Criteria:

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



Q&A DISCUSSION

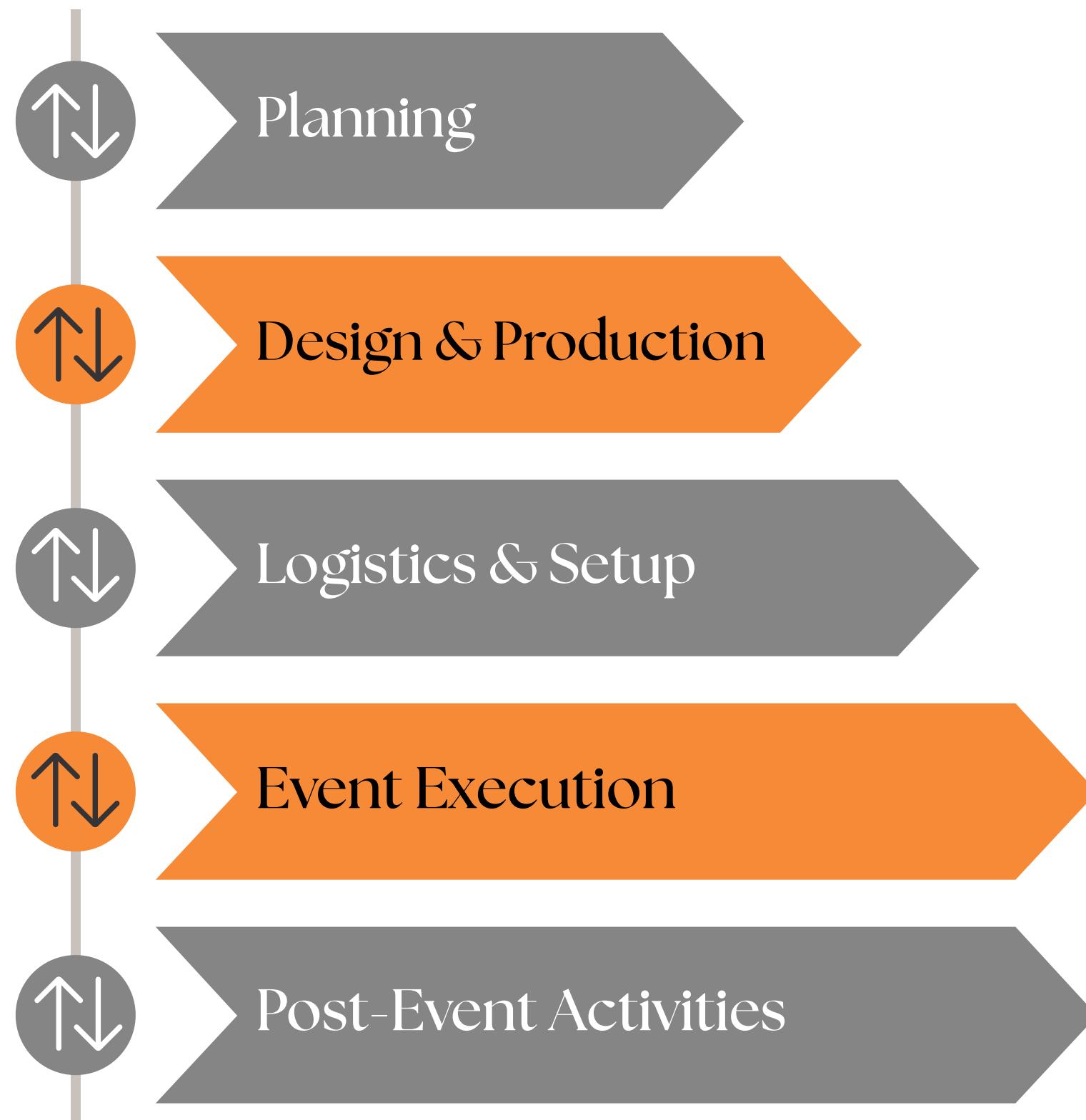
Let's Discuss:

- 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

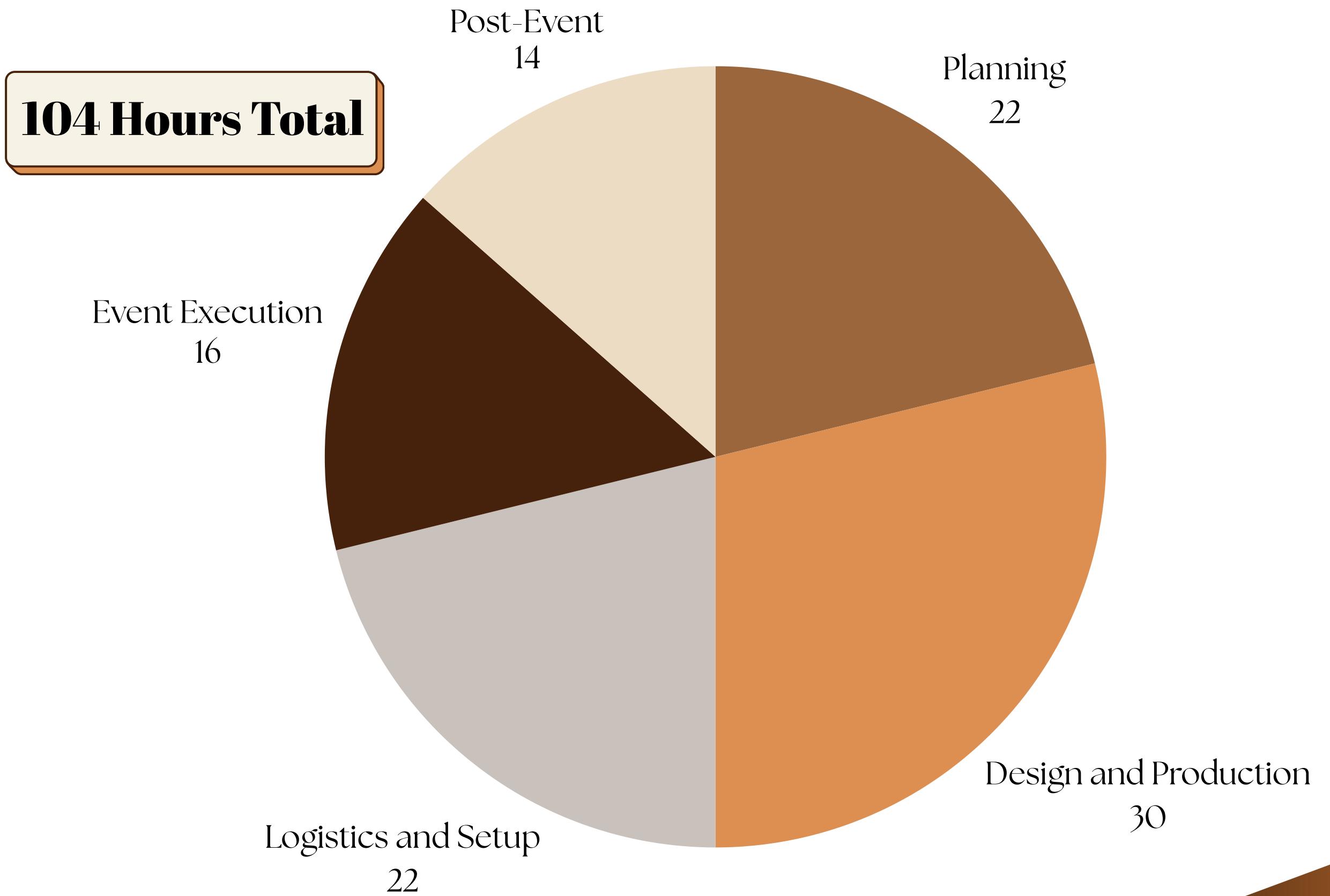


WORK BREAKDOWN STRUCTURE



Task Breakdown by Phase

Time Estimates (in hours)



PHASE ONE:



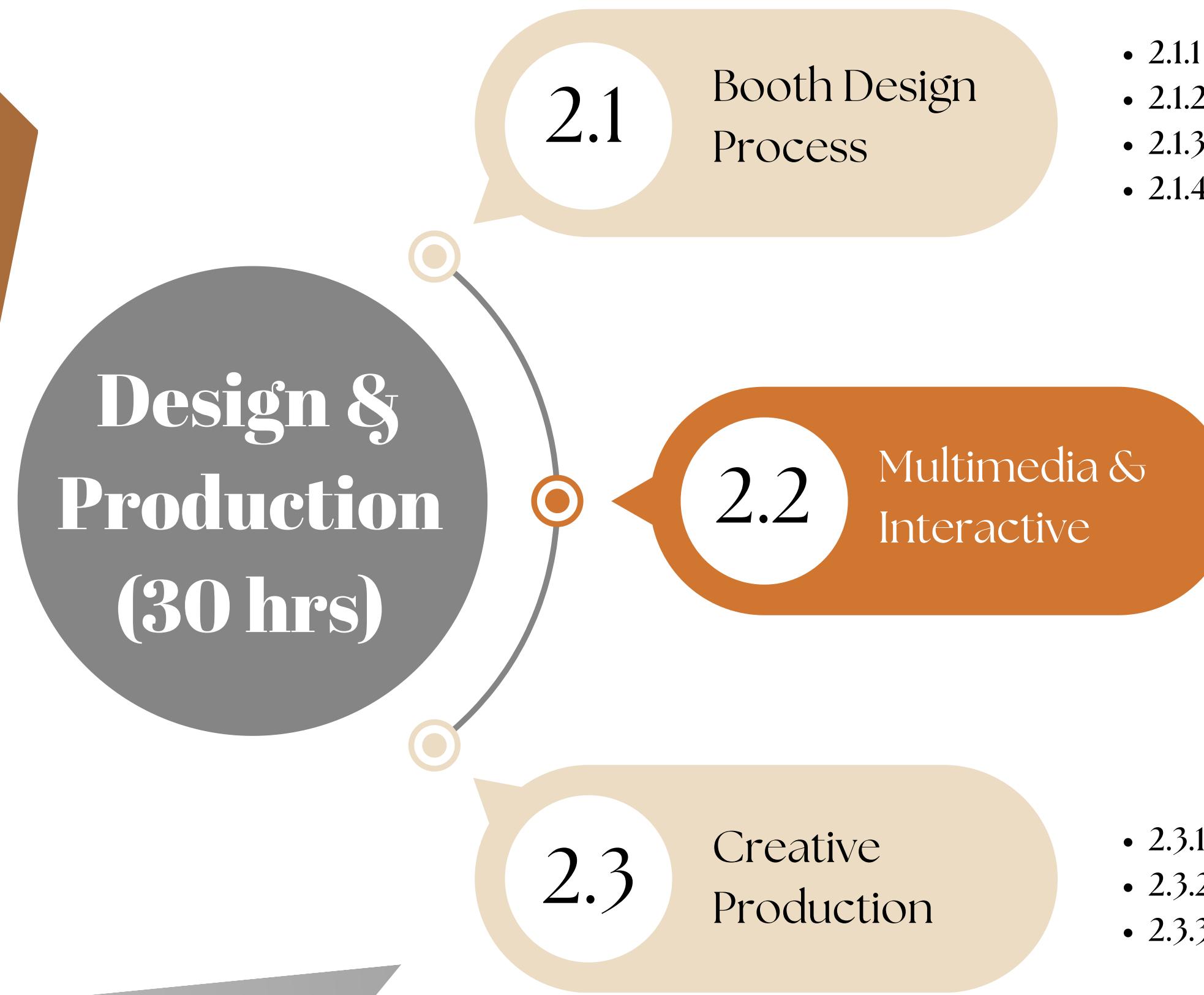
- 1.1.1 Conduct stakeholder interviews (2 hrs)
- 1.1.2 Align with brand guidelines (2 hrs)
- 1.1.3 Draft messaging framework (2 hrs)

- 1.2.1 Confirm budget allocations (1 hr)
- 1.2.2 Identify vendors (2 hrs)
- 1.2.3 Finalize contracts (1 hr)

- 1.3.1 Build project timeline (2 hrs)
- 1.3.2 Set production deadlines (1 hr)
- 1.3.3 Distribute timeline (1 hr)

- 1.4.1 Identify needed assets (2 hrs)
- 1.4.2 Gather/create designs (3 hrs)
- 1.4.3 Draft demo/video scripts (3 hrs)

PHASE TWO:

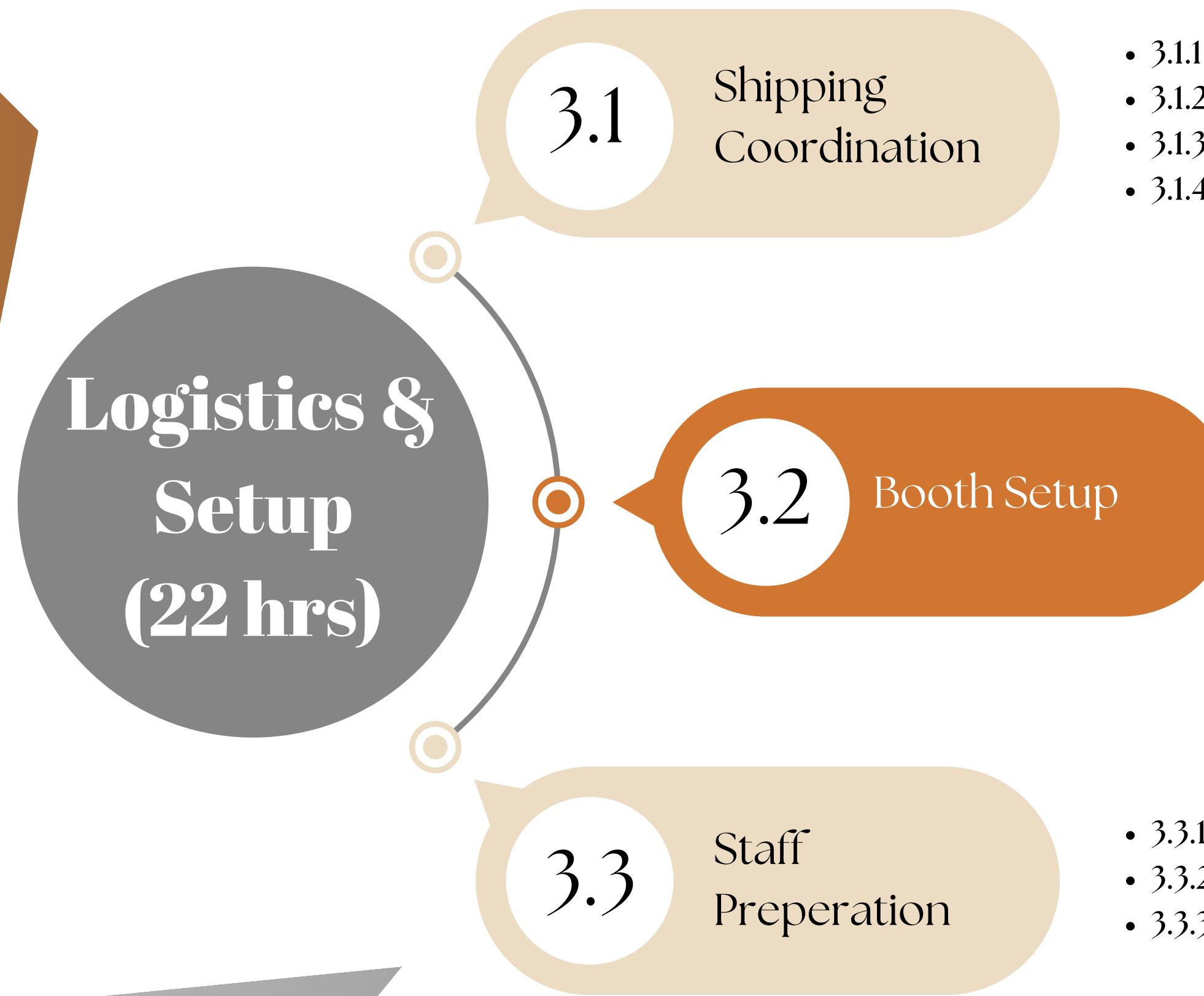


- 2.1.1 Sketch booth concepts (3 hrs)
- 2.1.2 CAD modeling (4 hrs)
- 2.1.3 Finalize design (2 hrs)
- 2.1.4 Coordinate production (3 hrs)

- 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)

- 2.3.1 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:

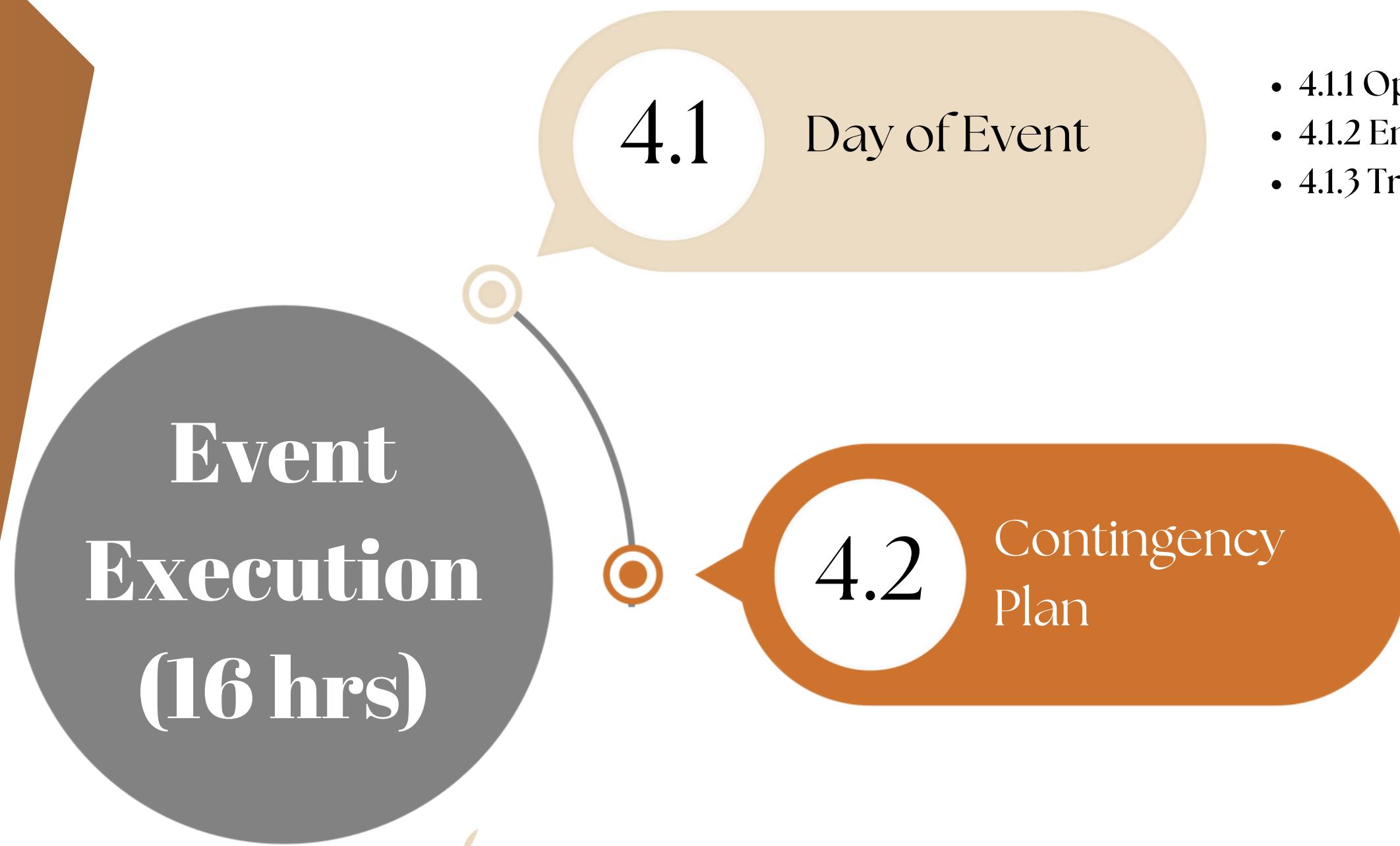


- 3.1.1 Inventory prep (1 hr)
- 3.1.2 Vendor shipping (2 hrs)
- 3.1.3 Storage logistics (1 hr)
- 3.1.4 Delivery verification (2 hrs)

- 3.2.1 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)

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

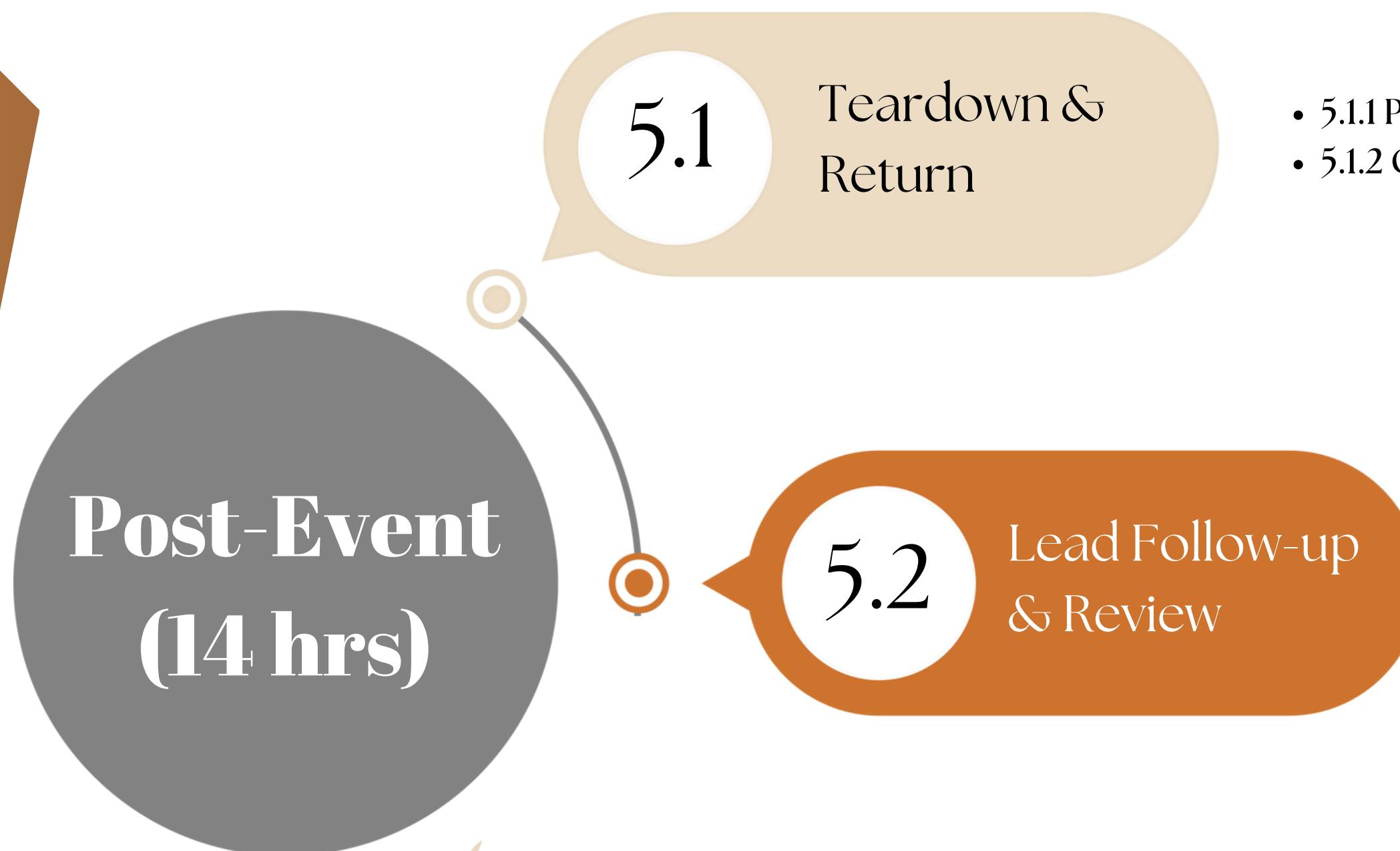
PHASE FOUR:



- 4.1.1 Open/close booth for length of event (4 hrs)
- 4.1.2 Engage and demo (8 hrs)
- 4.1.3 Troubleshoot & logistics (4 hrs)

- 4.2.1 Implemented as needed (unknown timeframe)

PHASE FIVE:

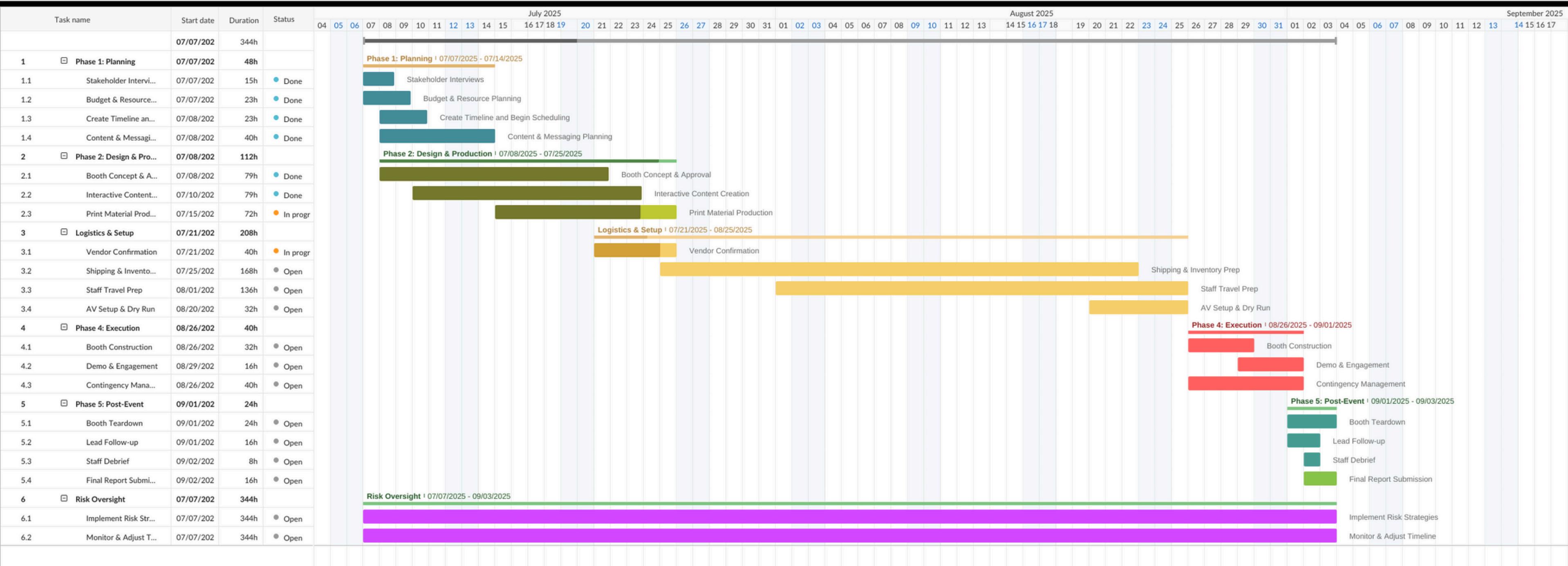


- 5.1.1 Pack materials (4 hrs)
- 5.1.2 Coordinate return shipping (2 hrs)

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

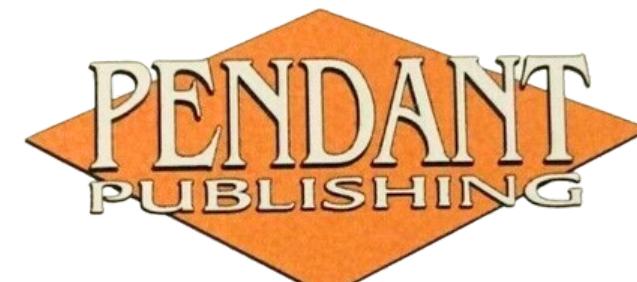
PROJECT SCHEDULE - GANTT CHART

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 |
| Total Project Budget | \$191,966.50 |

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?

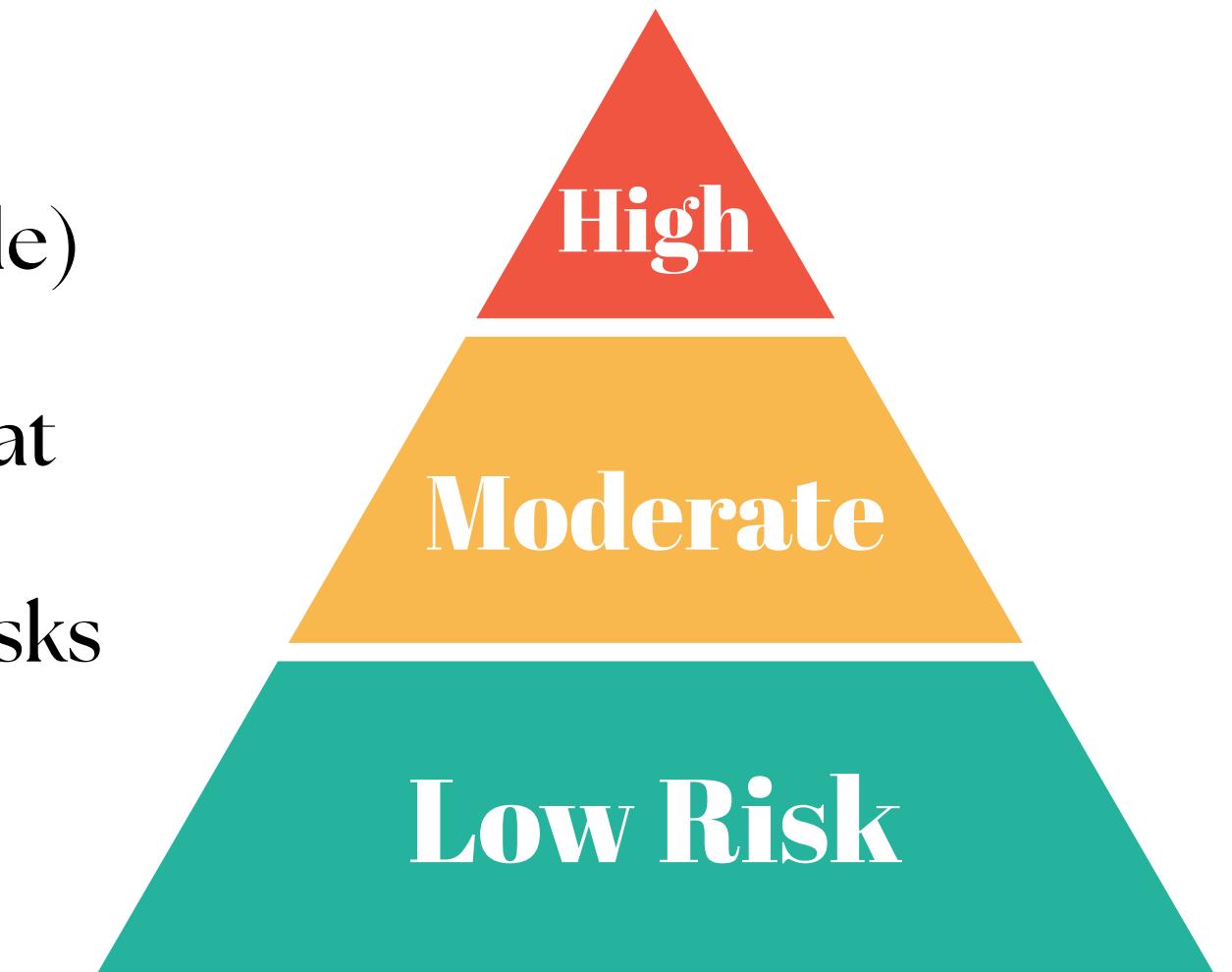
RISK ASSESSMENT



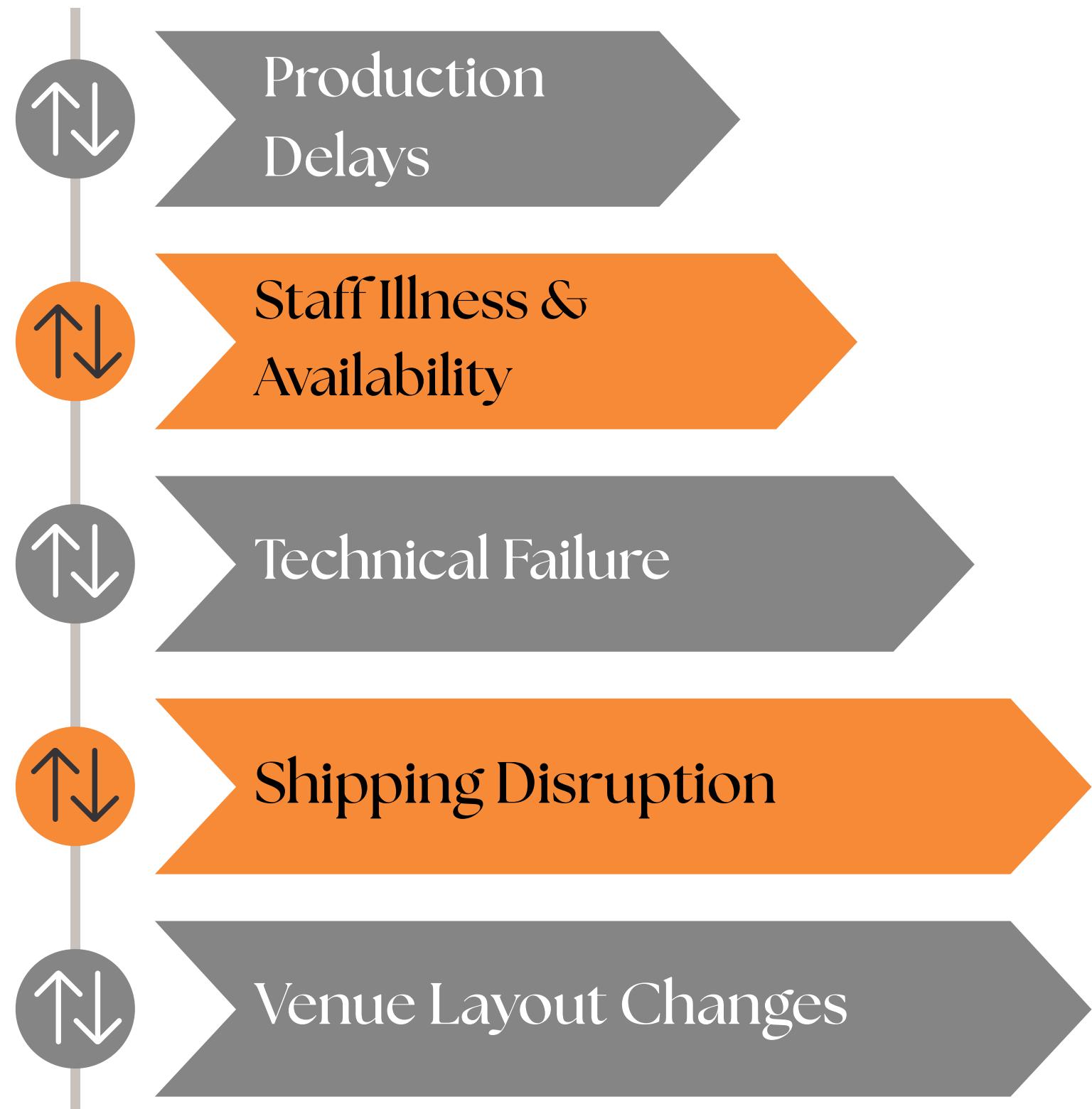


RISK SCORING METHOD

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

SECONDARY RISKS

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



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 asset 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

Sierra Ashworth, Project Manager

sma467@drexel.edu

704-777-5777

