Ultimate Project Success Guide

ALT
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Biggest Challenges:

First time clients can sometimes struggle with articulating their needs and vision as well as having extremely short deadlines to work with.

Budgets:

The eternal battle between client and agency/provider. The client doesn't want to feel taken advantage of. The client feels as if they give their budget straight a way, the agency is going to immediately set their costing to that exact amount, or that will be the lowest end of the budget for the project. The agency needs to understand what budget bracket they are working with in order to be able to determine if a) they can do the work for the budget amount, b) it is worth taking the project on for the given demands. We will always give a bracket for the type of project that the client is inquiring about to give you some idea of what you can expect. Depending on your specific requirements, the budgeted amount may either increase or decrease.

A word on quotations:

If you are asking for a quotation, you should generally have a budget in mind of what you would like to spend. It saves both client and agency a lot of time because asking for a quotation generally requires a full understanding of the scope of work and comes at the end of an intensive discovery and collaborative volume of work. Should your budget not match this quotation expectation, then the agency has wasted a lot of time, effort and resources and the client is no further along their journey than they were when they reached out.

At the other end of the scale, open or unlimited budgets are also not something that are useful to client or agency. At some point the quoted amount has to be a greed upon by finance and invariably, the amount is not inline with what the finance team are prepared to spend. As a rule, Alt Enter will not offer quotations without a confirmed budget from the client.

Qualification:

As much as we would like to, we can't work with everyone. As a business we need to have a certain criteria that is acceptable to us in order to proceed with a project. Saying no to potential clients is tough but this ensures we are able to continue producing the highest quality work in the industry.

Qualifying questions may sound direct, but it helps us get to a better understanding much quicker as well as helping us decide if we are a good fit to work together.

It is likely you will be asked the following:

When is your event?
Where is your event?
What is your event?
How long is the event for?
What is the purpose of the event?
What is your budget?
What is the venue layout?
How many languages is your event going to be in?

Discovery Process:

This is the crucial getting to know you stage. In this initial meeting we will do a deep dive to understand exactly what your project requirements are. This meeting is designed to help manage expectations and set the timeline for the work that needs to be done.

Expect to come prepared to answer questions such as:

What is your biggest challenge?
What would you like the project to represent?
What is your timeline for this project?
What do you not want from this project?
Are you the decision maker? If not, who is and can we speak with them as well?
Do they need to be involved?
What's the main goal for this project?
Do you have any specific requirements of what this project must have/do?
Do you have any colors or themes in mind?
Are there any existing or previous projects that you like and would like to draw inspiration from?

Interactive Experience

This may be part of the discovery session, depending on the requirements and type of your project. Often times it can be difficult to explain what the tech and experience is like without seeing it in action. In our tech lab we can show you live examples of the tools and equipment we use at events. Potentially even with a prototype example of what you want in your project. This is a good opportunity for the client to be able to see the range of tech available and customize it even further.

Why is this Important

We don't want you to have any surprises when it comes to the finished product. At which point it is too late to make changes. Getting a look at the exact tech and implementation your project will have well in advance allows for edits and changes to be made long in advance, as well as an understanding of any limitations there may be. It helps to manage expectations and ensure that both client and agency understand each other.

Proposal

A proposal is a detailed document designed to offer a solution to a problem or to fulfil a need. It serves several key purposes:

 1. Problem Identification: Clearly identifies a problem or need that the proposal aims to address.

 2. Solution Outline: Offers a detailed plan for how to solve the problem or meet the need, showcasing the proposed methods, strategies, and steps.

 3. Objective and Goals: Establishes clear, measurable objectives and goals that the project aims to achieve.

 4. Cost Estimation: Provides a comprehensive breakdown of the costs involved, ensuring transparency and helping stakeholders to make inform ed decisions.

 5. Timeline: Includes a timeline that outlines the stages of the project from initiation to completion, helping stakeholders understand the proje ct's duration.

 6. Justification: Explains why the proposed solution is the best option, often backed by research, data, or case studies.

 7. Credibility: Establishes the credibility and capability of the proposer or proposing team, often including past successes, qualifications, and expertise.

Scope of Work

The Scope of Work is a critical component of the proposal, detailing the specific tasks, deliverables, and expectations of the project. Its main purposes are:

1. Clarity and Precision: Provides clear and precise descriptions of the work to be performed, minimizing misunderstandings and ambiguities.

2. Roles and Responsibilities: Defines the roles and responsibilities of all parties involved, ensuring everyone understands their duties and obligations.

3. Deliverables: Lists the specific outputs and deliverables that will be produced during the project, providing measurable targets.

4. Milestones and Deadlines: Establishes key milestones and deadlines, ensuring the project stays on track and stakeholders can monitor progress.

5. Standards and Criteria: Sets quality standards and criteria for acceptance, ensuring that the work meets the required specifications and expectations.

6. Change Management: Includes procedures for handling changes to the project scope, helping manage and document any modifications that arise during execution.

Scope Creep:

Scope creep is a typical occurrence in client agency relationships. This is where the client ask for additional items outside the agreed upon scope. Inevitably, the project is then delayed at best and derailed at worst. It is also likely to cause conflict as the agreed upon budget will change alongside the work.

Process for Creating a Proposal and Scope of Work

Creating a Proposal

1.Research and Analysis:

◼ **Indentify the Problem/Need:** Collect relevant data, statistics, and information to support the need for the proposal.
◼ **Gather Data:** Collect relevant data, statistics, and information to support the need for the proposal.

2.Define Objectives and Goals:

◼ **Set Clear Objectives:** Define what the proposal aims to achieve in clear, measurable terms.
◼ **Establish Goals:** Break down the objectives into specific, achievable goals.

3.Develop a Solution:

▪ **Brainstorm Solutions:** Generate potential solutions or strategies to address the problem.
▪ **Select the Best Approach:** Evaluate the options and select the most viable and effective solution.

4. Outline the Plan:

▪ **Detail the Methods:** Describe the methods, strategies, and steps that will be used to implement the solution.
▪ **Create a Timeline:** Develop a timeline that outlines the stages of the project from start to finish.

5. Cost Estimation:

▪ **Budgeting:** Create a detailed budget that includes all costs associated with the project.
▪ **Funding Sources:** Identify potential sources of funding if applicable.

6.Write the Proposal:

◼ **Structure:** Organize the proposal into sections such as Executive Summary, Introduction, Problem Statement, Objectives, Methodology, Budget, Timeline, and Conclusion.
◼ **Review and Edit:** Proofread and edit the proposal for clarity, coherence, and professionalism.
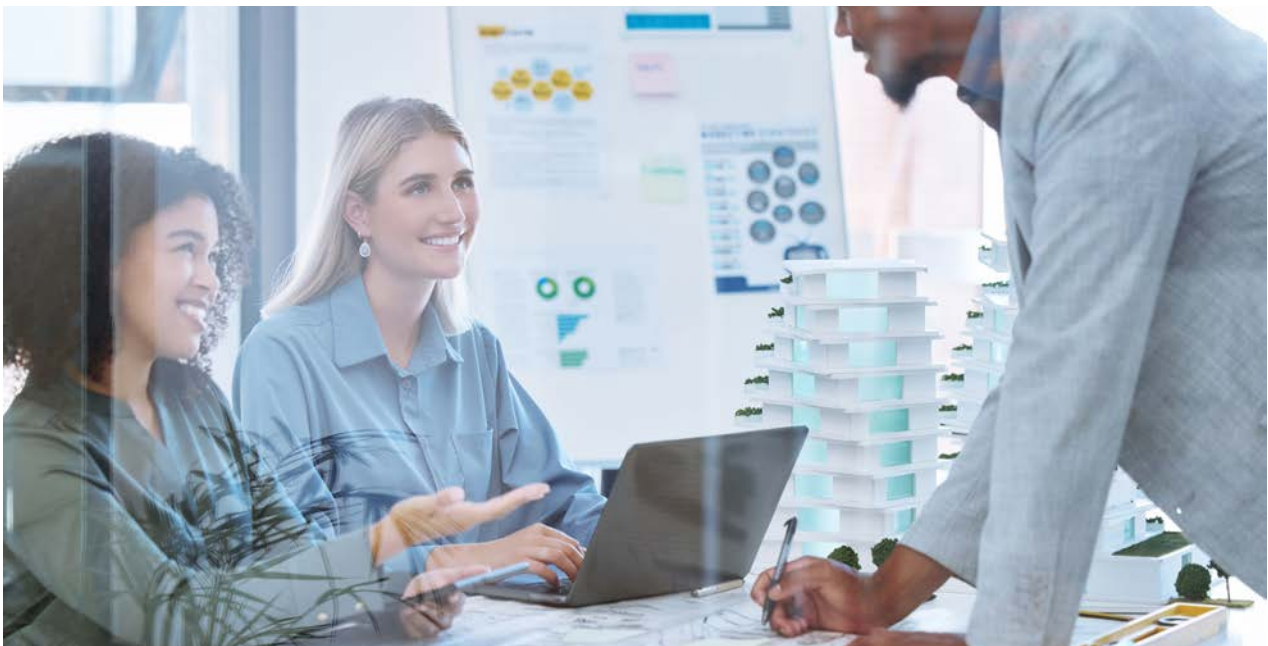
Creating a Scope of Work (SOW)

1. Project Overview:

▪ **Introduction:** Provide a brief overview of the project, including its purpose and objectives.
▪ **Background:** Include any relevant background information that gives context to the project.

2. Define the Work:

▪ **Tasks and Activities:** List and describe the specific tasks and activities to be performed.
▪ **Deliverables:** Detail the expected deliverables and outputs for each task.
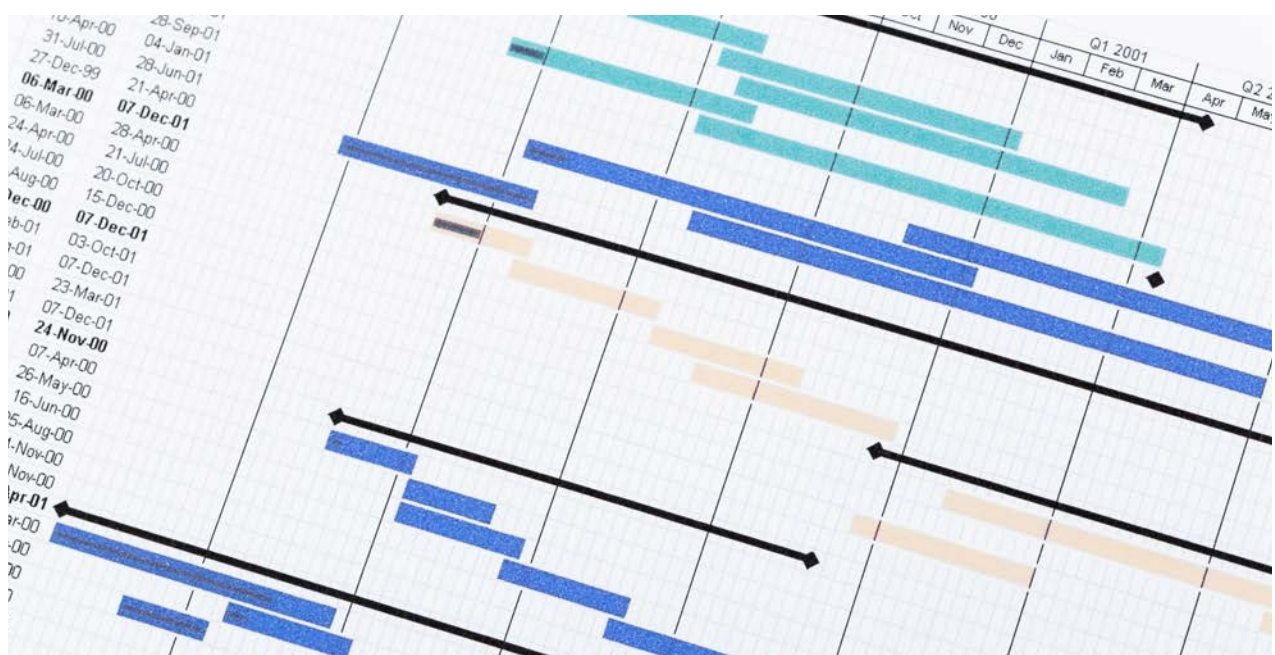
Creating a Scope of Work (SOW)

3. Roles and Responsibilities:

▪ **Stakeholder Roles:** Define the roles and responsibilities of all stakeholders involved in the project.
▪ **Accountability:** Ensure clarity on who is accountable for each task and deliverable.

4.Timeline and Milestones:

▪ **Project Schedule:** Develop a detailed project schedule that includes key milestones and deadlines.
▪ **Gantt Chart:** Consider using a Gantt chart or other visual tools to illustrate the timeline.

Creating a Scope of Work (SOW)

5. Standards and Criteria:

▪ **Quality Standards:** Define the quality standards and criteria for acceptance of deliverables.

▪ **Evaluation Methods:** Specify the methods for evaluating and ensuring quality.

6. Risk Management:

▪ **Identify Risks:** Identify potential risks and challenges that could impact the project.

▪ **Mitigation Plans:** Develop plans to mitigate and manage these risks.

7. Change Management:

▪ **Change Procedures:** Establish procedures for managing changes to the scope of work.

▪ **Documentation:** Ensure all changes are documented and approved by relevant stakeholders.

8. Approval and Sign-off:

■ **Review:** Review the SOW with all stakeholders to ensure accuracy and completeness.

■ **Approval:** Obtain formal approval and sign-off from all relevant parties.

Sign Off

Sign off at various stages throughout the project is vital. It ensures that certain stages have been passed and approved on the journey and should not be revisited. Sign off is a vital component of our project management procedure as it ensures agreement from the client that the work has been done to an agreed upon acceptable standard. We won't move ahead in the project without key stage approvals from the client. This includes the quotation.

Quotation

When the client has received the quotation it's important to review it in detail and discuss it with the stakeholders and decision makers within the company. It may also be required to discuss certain elements of the quotation with us so that we can explain or amend. Assuming that all the information given to us at the discovery and interactive sessions is correct, then it is unlikely that there will be much that will be needed to change.

A word on discounts and negotiation:

It is very rare that we will offer discounts, especially for no reason other than to win the business. Discounting our services means you are effectively diluting our capability to deliver the highest quality standards.

Presentation:

Our team will have been working on developing creative ideas for your project and at this point will have a few ideas on how your finished project might look. It will highlight the purpose, content and hardware that will be included in the design. The presentation will cover every aspect of your project in great detail meaning you get as close to a finished example as possible without it being actually built in the real world. The presentation will cover not only the project build, but the timeline to launch, in event management, and after event support.

Redrafts and edits:

On the rare occasion that the design concepts in the presentation don't hit the mark, the team will be invited to a session where we can dial in on precisely your ideal design concept. Be it an amalgamation of concepts shown or something completely different, or team will be on hand to develop the creation that is right for you.

Delivery

Our project management team now takes center stage. Full project management including planning, organizing, and overseeing the completion of projects within an organization. They work with team members and stakeholders to set project goals, develop timelines, and ensure that all aspects of the project are on track and within budget.

Post Event:

Post event our project management team will ensure that the full breakdown and clear up process is taken care of. Our media division will get to work on creating you the final assets for your own marketing needs. We will also conduct a comprehensive review meeting to evaluate the event's success, gather feedback, and identify areas for improvement. This debrief will help us refine our processes and ensure that future events are even more successful. Thank you for trusting us with your event, and we look forward to continuing our partnership.