



# PROJECT INITIATION DOCUMENT

**PROJECT BY:**

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# SCOPING DOCUMENT

Version	Created by	Date
1	Nawang	1st Feb 2021
2	Nawang	15th Feb 2021
3	Nawang	6th Mar 2021
4	Yoana	26th Mar 2021

## OBJECTIVE

Create a program of innovative activities that promotes libraries and reading to people who are not regular readers and inspire them to discover the joys of reading. We want to inspire new and diverse audiences through digital and interactive experiences to use the library.

## DELIVERABLES

- A suitable engaging online event to attract new audiences from the Kingston community, including young adults or fans of the original book and film
- Design effective branding for the campaign with a meaningful logo and posters/adverts
- Create a proper project management document and set roles
- Create a successful launch plan for the project

**BUDGET** £800

**CONTINGENCY** £200

## **DATES TO BE DELIVERED**

Final ideas are to be presented by the 24th February 2021. After presenting the final planned ideas, we are asked to deliver the project by 31st March 2021. The project is going to be launched on 2nd April 2021

## **DESIGNED FOR**

Kingston Library Service

## **RUN BY**

Kingston University Students

## **SUCCESS CRITERIA**

### **REACHING THE WIN CONDITIONS:**

1. Positive feedback and response from all stakeholders
2. Feedback forms from the public
3. Media coverage from the local Kingston press: Kingston University, Surrey Comet, Kingston Guardian, a national newspaper
4. Engagement clicks and likes, shares on social platforms e.g. Instagram, Twitter
5. Surveys
6. Community hub/safe space for people in Kingston

## MUST HAVE

- An event themed around "The Novels That Shaped Our World" list
- Digital creative experience
- Engage local residents
- Consider H&S guidelines, particularly any COVID restrictions
- Include branding - supporters' logos
- Feedback reporting
- Involving local talent
- Writers to create the script for actors
- Actors to perform the retelling of the book
- Costumes and props
- Video communication software (Zoom)

## NICE TO HAVE

- Marketing plan to spread the word about the event - reaching out to local press and different social media platforms
- Instagram profile for our event
- Digital assets - posters, social media posts, teasers
- Brand Identity for the event - icon, typeface
- Quotes from us for a national newspaper piece

# BUSINESS CASE

Version	Created by	Date
1	Nawang	1st Feb 2021
2	Nawang	15th Feb 2021
3	Nawang	6th Mar 2021
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## STRATEGIC CASE/EXECUTIVE SUMMARY

Beyond Shelves brings a new and innovative experience to Kingston Library Services, drawing on all that's best in the traditional library and adding the latest technology and interactivity to enhance users enjoyment and satisfaction. Our aim is to allow students to access the support they would have found at a traditional library in an engaging and dynamic way both online and by downloadable audio.

## VISION

To deliver to the audience an immersive interaction via Zoom of their favourite characters from different genres of books. Audiences get to experience the book live using any devices anywhere.

## OBJECTIVES (SMART)

The main purpose of our campaign is to encourage new individuals who don't usually go to the library to get involved in reading. This online event gives the audience live experience of being part of the story which will motivate them to develop reading habits.

## S.M.A.R.T.

1. **Specific:** Delivering a program of activities that will get people into the library and reading books.
2. **Measurable:** Increase in the number of audiences; likes, share, comments and clicks via social media, rsvp tickets to the event
3. **Achievable:** Budget of £1000, collaborations with the Kingston University drama club
4. **Realistic:** Using the resources that we have we can deliver a digital campaign to get the audiences engaged.
5. **Timely:** Deliver it by the 31st March.

## CURRENT SITUATION

Looking at the Facebook page of the Kingston library, there is not much engagement within the community considering likes and comments. This shows not many people are actively involved with the library. There are also limitations due to covid which makes the task more difficult.

So moving forward with our concept, we are looking into building an event that is going to help the library to bring in people together virtually.

## TIMESCALE

Add a little Having reviewed the current lockdown situation and by anticipating further developments, we aim to deliver this project by March 31st 2021 but we will be as flexible as possible to respond to any changes in advice. bit of body text

## BENEFITS

Audiences in the local Kingston community will be able to find a new way to learn and interact with each other. Despite covid restrictions, the virtual library will create an exuberant and enlightening experience giving opportunity for everyone to get together. We will be implementing technology by creating a futuristic environment, which engages audiences to approach a conventional library. The audience will be able to explore different subject topics within the curriculum and beyond online.

## ART DIRECTION

Immersive Tales, as part of Beyond Shelves' series of events, is an immersive, story-telling event that will occur over zoom call that people (30 max) could RSVP for. Volunteer/student actors will use props to create a convincing world in the scene of the character they will act as. We will also hire volunteer writers that will prepare a script suitable for each character and will be suitable and reflective of each character.

The way in which Immersive Tales would be interactive within V for Vendetta's world is that it would be set in a futuristic, dystopian Britain with a Totalitarian, oppressive government. The participants need to figure out how to get together and form private/secret Zoom groups without getting caught to solve clues and use their creativity to bring down the government. Suitable for young adults/adults.



If this event becomes successful, this model could be applied to future Immersive Tales events, for example within the Sherlock Holmes world (Set in Victorian England) to be asked to solve a case and participants would need to team up together to solve it. They could be put into separate themed zoom groups that represent different rooms in the game. Sherlock Holmes would be all age-appropriate/ suitable for families. Participants are encouraged to dress up according to the theme of the story/Victorian England.

The background could be changed via a Zoom background with a suitable image that would reflect the scene/world of that specific character.

## KEY MILESTONES

- Deciding on which platform to use and alternative (Zoom, Skype, Twitch, Discord, Teams)
- Gathering a scriptwriters team
- Recruiting actors
- Recruiting a Narrator for the story
- Buying costumes
- Backup plans
- Branding for the campaign
- Decide on the launch date
- Platforms to advertise
- Finishing script
- Casting actors
- Grand Rehearsal
- Launch marketing campaign
- Follow up feedback form the launch

## COSTS

£1000 grant

Due to the current lockdown situation, it has confined the possibilities of this project to be focused mainly online. Therefore it allows the costs to be flexible and of good value.

## FINANCIAL TARGETS

<b>Expenses</b>	<b>Cost £</b>
Costumes & Props (see Appendix)	£48.98
Amazon Voucher Reward	£25
Talent Fees - Script Writers, Actors	£160
Studio KT1 (20%)	£200
Project Management Fee	£70
Client Management Fee	£70
Marketing Fee	£140
Talent Management Fee	£70
Design Fee	£140
Advertising and Media Communications Fee	£70

# BUDGET

PROPS	CHARACTERS/SOURCE	PRICE
	Costumes and props sourced from Amazon UK (prime)	
<b>FOR V</b>		
Costume: mask, hat, cloak, and daggers	Option 1: <a href="https://cutt.ly/hz0z3Xk">https://cutt.ly/hz0z3Xk</a> Option 2: <a href="https://cutt.ly/6z0zX8S">https://cutt.ly/6z0zX8S</a> Option 3: <a href="https://cutt.ly/gz0bnsr">https://cutt.ly/gz0bnsr</a>	£7.39 £15.00 £15.92
<b>FOR EVEY</b>		
Striped shirt	Option 1: <a href="https://cutt.ly/3z0xbmY">https://cutt.ly/3z0xbmY</a> Option 2: <a href="https://cutt.ly/vz0cEOA">https://cutt.ly/vz0cEOA</a> Option 3: <a href="https://cutt.ly/2z0cM7B">https://cutt.ly/2z0cM7B</a>	£9.99 £23.50 £31.26
Orange Dress	Option 1: <a href="https://cutt.ly/nz0vNYo">https://cutt.ly/nz0vNYo</a> Option 2: <a href="https://cutt.ly/yz0vErC">https://cutt.ly/yz0vErC</a> Option 3: <a href="https://cutt.ly/zz0vABm">https://cutt.ly/zz0vABm</a>	£9.44 £17.99 £23.99
3 Masks	Option 1: <a href="https://cutt.ly/lxRpno7">https://cutt.ly/lxRpno7</a>	£9.99

## FOR NARRATOR

Blue shirt	Option 1: <a href="https://cutt.ly/yz99PUG">https://cutt.ly/yz99PUG</a>	£11.95
	Option 2: <a href="https://cutt.ly/Dz99fbo">https://cutt.ly/Dz99fbo</a>	£17.57
	Option 3: <a href="https://cutt.ly/8z990Bu">https://cutt.ly/8z990Bu</a>	£18.00

## FOR FINCH

Black Suit	Option 1: <a href="https://cutt.ly/Pz9Lp3c">https://cutt.ly/Pz9Lp3c</a>	£17.99
	Option 2: <a href="https://cutt.ly/Gz9KP1C">https://cutt.ly/Gz9KP1C</a>	£23.95
	Option 3: <a href="https://cutt.ly/Az9JAcR">https://cutt.ly/Az9JAcR</a>	£24.99
Blue tie	Option 1: <a href="https://cutt.ly/8z98rrA">https://cutt.ly/8z98rrA</a>	£7.99
	Option 2: <a href="https://cutt.ly/5z98oS0">https://cutt.ly/5z98oS0</a>	£8.64
	Option 3: <a href="https://cutt.ly/kz98zn9">https://cutt.ly/kz98zn9</a>	£8.99
Blue shirt	Option 1: <a href="https://cutt.ly/Wz91F4L">https://cutt.ly/Wz91F4L</a>	£10.26
	Option 2: <a href="https://cutt.ly/0z90z6h">https://cutt.ly/0z90z6h</a>	£17.57
	Option 3: <a href="https://cutt.ly/1z919no">https://cutt.ly/1z919no</a>	£21.99

# STAKEHOLDER MAP AND WIN CONDITIONS

Version	Created by	Date
1	Yoana, Gurlshan	17th Feb 2021
2	Yoana, Gurlshan	6th Mar 2021
3		

1. Lecturers: Ashley Temple, Shanice Mears
2. Jonathan Gander
3. Development Officer, Project Sponsor: Nathaniel Neuwirth
4. Project Sponsor: Arts Council England
5. BBC Arts, Libraries Connected, The British Library, The Reading Agency, The Publishers Association
6. Kingston University Drama Club
7. Kingston University Creative Writing Department
8. Students
9. Target audience
10. Claire Selby

Keep satisfied	Engage closely and actively influence
2, 4, 10	1, 3, 6, 7
Monitor	Keep informed
8	5, 9

# WIN CONDITIONS

STAKEHOLDER	WIN CONDITION
Development Officer, Project Sponsor: Nathaniel Neuwirth	Increasing the communities interest and engagement in Kingston Libraries.
Lecturers: Ashley Temple and Shannie Mears	Seeing their students improve in their skills for this module.
Marketing Officer: Marion Tessier	Delivering a successful event, which sells out and increases interest in libraries and books.
Claire Selby	Receiving great feedback from the audience and client, raising the profile of KSA in the community.
Jonathan Gander	Raising the profile of KSA and Creative and Cultural Industries Department in the community.
Students	Working as a team, and coming up with creative ideas to make the event unique and fresh.

# WIN CONDITIONS

STAKEHOLDER	WIN CONDITION
Target Audience	To sign up for the event and get engaged with the updates (Instagram page) and the event itself.
Project Sponsor: Arts Council England	To see a professional and relevant outcome that achieves their KPIs for their funders.
BBC Arts, Libraries Connected, Kingston Council	To see a creative outcome-based of the “100 Greatest Novels” theme which raises the profile of Libraries Connected and Kingston Councils measurable by feedback
KU Creative Writing Department	To write a script that is true to the spirit of the original and enjoyed by the audience
KU Drama Club	To put on a great performance and get in the role even through zoom.

# COMMUNICATIONS PLAN

## COMMUNICATION AND ENGAGEMENT MATRIX

Key Stakeholder: Try to group these together if possible but be specific in who it refers to	Level of Interest: (Low, medium, high)	Level of influence: (Low, medium, high)	Level of engagement: (inform, consult, involve, collaborate, empower)	Main types of activity: (E.g. emails, meetings, survey, workshop, event...)	Frequency: How often will this activity be required? Is it weekly, fortnightly, monthly, bi-monthly, ongoing, ad hoc, etc.	Contact:
Lecturer: Ashley Temple	High	High	Engage	Emails, meetings	Weekly	a.temple@kingston.ac.uk
Lecturer: Shanice Mears	High	High	Engage	Emails, meetings	Weekly	s.mears@kingston.ac.uk
Jonathan Gander	High	Low	Inform	Emails, meetings	Monthly	j.gander@kingston.ac.uk
Claire Selby	Low	Medium	Inform	Emails	Bi-monthly	c.selby@kingston.ac.uk
Project Team	High	High	Engage and collaborate	Emails, meetings, Basecamp, group chat	Twice a week	
Development Officer, Project Sponsor: Nathaniel Neuwirth	High	High	Engage	Emails, meetings	Weekly	nathaniel.neuwirth@kingston.gov.uk
Heritage: Verity Winn and Nancy Lyons	Low	Low	Consult	Emails, meetings	One off	verity.winn@kingston.gov.uk nancy.lyons@kingston.gov.uk
Development Officer, Events: Marion Tessier	High	High	Consult	Emails, meetings	Set time 26 Feb, Weekly after 23 Mar	marion.tessier@kingston.gov.uk
Kingston Library Group	Medium	Medium	Keep satisfied	Emails, updates via Nathaniel Neuwirth	Fortnightly, updated by Nathaniel Neuwirth	-
Publicity: Library Social Media Team	Medium	Medium	Inform	Emails	Fortnightly	marion.tessier@kingston.gov.uk
Local Press - eg Surbiton Good Life, Surrey Commet, Kingston Guardian	Low	Low	Inform	Emails	One off	
University Press Office	Low	Low	Inform	Emails	One off	
Rose Theatre	Low	Low	Engage and collaborate	Emails	One off	
Kingston University Drama Department	Medium	Medium	Engage and collaborate	Emails, meetings	One off	d.linton@kingston.ac.uk h.ballou@kingston.ac.uk
Sian Thom - narrator	High	High	Engage and collaborate	Emails, rehearsals	Twice a week	k1909222@kingston.ac.uk
Victoria Chick - actress	High	High	Engage and collaborate	Emails, rehearsals	Twice a week	k2015772@kingston.ac.uk
Cecile Rousseau - actress	High	High	Engage and collaborate	Emails, rehearsals	Twice a week	k2057220@kingston.ac.uk
Nicholas Taylor - actor	High	High	Engage and collaborate	Emails, rehearsals	Twice a week	ntaylor.krazy@gmail.com
Jakub Ujczak - not chosen actor	Medium	Medium	Engage and collaborate	Emails, rehearsals	Twice a week until 27 Mar	k1924591@kingston.ac.uk
Ray Maccarthy - not chosen actor	Medium	Medium	Engage and collaborate	Emails, rehearsals	Twice a week until 19 Mar	k2012137@kingston.ac.uk
Kingston University Creative Writing Course Director: Adam Baron and Meg Jensen	Medium	Medium	Inform	Emails	Fortnightly	a.baron@kingston.ac.uk m.jensen@kingston.ac.uk
Stanimir Dimitrov - Creative Writing Student	High	High	Engage and collaborate	Emails, meetings	Twice a week	k1936067@kingston.ac.uk
Maisie Harrington - Creative Writing Student	High	High	Engage and collaborate	Emails, meetings	Twice a week	k2018381@kingston.ac.uk
Hannah Taylor - Creative Writing Student	Medium	Medium	Engage and collaborate	Emails, meetings	Twice a week until 18 Mar	k1908082@kingston.ac.uk
Kingston Grammar School	Low	Low	Engage and collaborate	Emails	One off	rgee@kgs.org.uk
Tiffin School	Low	Low	Engage and collaborate	Emails	One off	-
Project Sponsor: Arts Council	Low/Medium	Medium	Keep satisfied	Emails	Fortnightly by Nathaniel Neuwirth	-
Project Sponsor: BBC Arts	Low/Medium	Medium	Keep satisfied	Emails	Fortnightly by Nathaniel Neuwirth	-
Project Sponsor: Libraries Connected	Low/Medium	Medium	Keep satisfied	Emails, updates via Nathaniel Neuwirth	Fortnightly by Nathaniel Neuwirth	-
Project Sponsor: Publishers Association	Low/Medium	Medium	Keep satisfied	Emails, updates via Nathaniel Neuwirth	Fortnightly by Nathaniel Neuwirth	-
Project Sponsor: The British Library	Low/Medium	Medium	Keep satisfied	Emails, updates via Nathaniel Neuwirth	Fortnightly by Nathaniel Neuwirth	-
Project Sponsor: The Reading Agency	Low/Medium	Medium	Keep satisfied	Emails, updates via Nathaniel Neuwirth	Fortnightly by Nathaniel Neuwirth	-
Kingston Local Council	Low	Medium	Keep satisfied	emails	Fortnightly	?
Library Visitors	High	Low	Monitor	Advertise via social media, Surveys	One off	-
Kingston Residence	Low	Low	Monitor	Advertise via social media, Surveys	One off	-
Kingston Library FB page followers	High	Medium	Involve and monitor	Advertise via social media, Surveys, Event	Weekly	-
The Handbook - Reaching out to celebrities' agents	Low	Low	Engage	Calls	One off	-



# RACI TABLE

Project Tasks	Project Sponsor: Nathaniel Neuwirth	Project Team	Lecturers: Ashley Temple and Shanice Mears	Jonathan Gander	Claire Selby	Development Officer: Marion Tessier	Creative Writing Team	Actors and Narrator Team
Initial Viability	R	I	C	I	I	C	I	I
Risk Assessment	C	R	I	I	I	I	I	I
Define Scope	R	C	I	I	I	C	I	C
Create Brief	A	I	I	I	C	C	I	I
Sign Off	A	C	C	C	C	I	I	I
Project Plan	C	R	C	C	C	C	C	I
Communication Plan	C	R	C	I	I	I	I	I
Advertising Plan	C	R	C	I	I	R	C	I
Event Delivery	A	R	C	I	I	R	R	R
Budget	A	R	I	I	C	R	I	I
			R = responsible for carrying out the work	A = accountable		C = consulted	I = informed	

# COMMUNICATIONS CALENDAR

Communications events calendar						
Event Name	Description	Purpose	Start Date	Reccurance	Person Responsible	
Project Kickoff Meeting	Includes all team members	Going through Nathaniel's idea, creating a S.W.O.T. analysis of our event	03.02.2021	At the start of the project	YP	
Meeting with Actors and Narrator	Includes Partnerships Manager and Project Manager alongside the actors and narrator	Rehearsing for event	15.03.2021	Twice a week	SA	
Meeting with Script Writers Team	Includes Partnerships Manager and Project Manager alongside the script writers	Discussing key dates to have the script delivered, discussing the drafts and improvements	04.03.2021	Twice a week	SA	
Project Team Meeting	Includes all team members, allocating work and going through updates from each member	Discussing event organization, assigning work, keeping track of what everyone's doing	08.02.2021 - present	Twice a week: Monday and Friday	YP	
Social posts	Beyond Shelves Instagram account, KU Instagram account (story update), our own social media (Instagram and Twitter) and Kingston Instagram accounts	Spreading the word about the event, advertising the Eventbrite page, getting people to sign up for event, create excitement for the event concept and book	17.03.2021	Once a week: Wednesday	AR, PD, GN, YP	
Emails to customers	At sign up for the event	Providing them with event details and feedback form	02.04.2021 after event	Twice - at sign up and after event	YP	
Update Stakeholders	E-mail to top level stakeholders (Nathaniel Neuwirth & cc to Ashley Temple) TBC	To update on progress and inform of plans for next steps	19.02.21	Weekly (after Friday PM Team Meeting) TBC	BLG	
Update Marion	Meeting to discuss the library's posting schedule, discuss marketing plan	Sorting out event details, to update on progress, inform of plans for next steps	26.02.2021, 23.03.2021 - after event	At the start of the project, weekly after 23 Mar	AR, YP	

# WORK BREAKDOWN STRUCTURE

## Beyond Shelves: Immersive Tales Group 3

WBS	Task	Lead	Start	End	Days	Work Days	Done %	Week						
								1	2	3	4	5	6	7
		24-Feb-2021		Yoana Pavlova				22-Feb-21	1-Mar-21	8-Mar-21	15-Mar-21	22-Mar-21	29-Mar-21	5-Apr-21
								22	23	24	25	26	27	28
								M	T	W	Th	F	Sa	Su
<b>PID Development (sections)</b>														
	Scoping Document	NT	22/02/21	29/03/21	36	26	100	[Gantt bar]						
	Risk Register	YP	14/03/21	18/03/21	5	4	100	[Gantt bar]						
	Project Management Team Roles	YP	22/02/21	14/03/21	21	15	100	[Gantt bar]						
	Gantt Chart	BLG, YP, PD	24/02/21	02/04/21	38	28	100	[Gantt bar]						
	Creative Presentation	NT	12/03/21	28/03/21	16	10	100	[Gantt bar]						
	Business Case	NT	22/02/21	06/03/21	13	11	100	[Gantt bar]						
	Stakeholders	YP, GN	22/02/21	06/03/21	13	11	100	[Gantt bar]						
	Communication Plan	YP	22/02/21	06/03/21	13	11	100	[Gantt bar]						
	Previous Lessons Learned	YP	19/03/21	02/04/21	14	10	100	[Gantt bar]						
	PID Redesign	GN	12/03/21	29/03/21	17	12	100	[Gantt bar]						
	Proofread PID	BLG	02/04/21	05/04/21	3	2	100	[Gantt bar]						
	Submit PID	Team	05/04/21	05/04/21	1	1	100	[Gantt bar]						
<b>Performance</b>														
	Refine Format (change to one book)	Nathaniel	24/02/21	26/02/21	3	3	100	[Gantt bar]						
	Brief Scriptwriters	SA, YP	04/03/21	04/03/21	1	1	100	[Gantt bar]						
	Write Script	SA, YP	05/03/21	23/03/21	19	13	100	[Gantt bar]						
	Brief Actors	SA, YP	10/03/21	10/03/21	1	1	100	[Gantt bar]						
	Audition Process	SA, YP	14/03/21	17/03/21	4	3	100	[Gantt bar]						
	Casting Actors	SA, YP	17/03/21	21/03/21	5	3	100	[Gantt bar]						
	Rehearsal Process	SA, YP	17/03/21	01/04/21	16	12	100	[Gantt bar]						
	Identify Props/Costumes Req	SI	23/03/21	24/03/21	2	2	100	[Gantt bar]						
	Order Props/Costumes	YP	24/03/21	31/03/21	8	2	100	[Gantt bar]						
	Distribute Props/Costumes	SA	31/03/21	01/04/21	2	2	100	[Gantt bar]						
<b>Digital Experience</b>														
	Design Logo/Avatars	NT, SI, YP	22/02/21	22/02/21	1	1	100	[Gantt bar]						
	Finalising Branding and Designing Assets	NT	22/02/21	11/03/21	18	14	100	[Gantt bar]						
	Redesign main asset	Nathaniel	11/03/21	13/03/21	3	2	100	[Gantt bar]						
	Design Backgrounds	SI	29/03/21	30/03/21	11	7	100	[Gantt bar]						
	Identify Alternative Format	YP	17/03/21	19/03/21	3	3	100	[Gantt bar]						
	Test Alternative Format	YP	19/03/21	21/03/21	3	1	100	[Gantt bar]						
	Define Admission Protocols	YP, BLG	24/03/21	31/03/21	8	6	100	[Gantt bar]						
	Overflow Event Protocols	YP, BLG	26/02/21	31/03/21	6	4	100	[Gantt bar]						
	Edit Performance Video	YP	4.02.21	4.05.21	4	2	100	[Gantt bar]						
<b>Marketing</b>														
	Write marketing plan	AR, GN	26/02/21	05/03/21	8	6	100	[Gantt bar]						
	Contact Local Press	PD	05/03/21	11/03/21	7	5	100	[Gantt bar]						
	Instagram Stories (design and upload)	PD, AR	15/03/21	02/04/21	19	15	100	[Gantt bar]						
	Twitter	BLG	11/03/21	12/03/21	2	2	100	[Gantt bar]						
	Instagram Beyond Shelves account post schedule	AR, GN	19/03/21	02/04/21	15	11	100	[Gantt bar]						
	Tickets On Sale	Nathaniel	11/03/21	31/03/21	20	14	100	[Gantt bar]						

# PROJECT MANAGEMENT TEAM STRUCTURE

Version	Created by	Date
1	Yoana	20th Feb 2021
2	Yoana	14th Mar 2021
3		

**Project Manager/Producer:** Yoana Pavlova  
Responsible for the event planning, ensuring everything stays within allocated budget and timelines. In charge of sourcing and organizing tasks and talent within the team. Arranging meetings with both team and stakeholders, keeping track of everyone's assignments and a daily log of work done, communicating with everyone to guarantee all parts of the project are running smoothly.

**Client Manager:** Ben LeGrys  
Responsible for the day-to-day communication between the client and the project group to maintain an efficient working relationship.

**In house design:** Nawang Tamang and Sam Ismaeel

Responsible for creating branding visuals and how the event can be brought to attention among the new audiences. This also involves keeping the design consistent and recognizable throughout all the platforms. As for the event, making sure that the props for the characters and the background are suitable to the story.

**Copywriter:** Gurlshan Nassir and Ben LeGrys

Responsible for all copy that would be featured on the marketing posts, Eventbrite page, and social posts. Generally aiming to increase brand awareness and ultimately persuade the audience to join the event we plan.

**Marketing/Media Plan:** Anastasija Rakocevic and Gurlshan Nassir

Responsible for identifying our audience and finding suitable media strategies to reach our target audience, aiming for them to engage in the event and library community.

**PR Strategy and Promotion:** Priscilla Durojaiye  
and Yoana Pavlova

Responsible for dealing with PR campaigns and press inquiries. Emailing and speaking to various social media accounts to help with the promotion of the event. Creating stories advertising the event to reach a wider audience.

**Partnerships:** Shimaa Almotowakel and Yoana  
Pavlova

Responsible for recruiting talent - scriptwriters, and actors, briefing them, arranging suitable times for regular meetings, and organizing casting and rehearsals. Ensuring rehearsing runs smoothly as well as distributing costumes and props to actors.

# RISK MANAGEMENT

Version	Created by	Date
1	Yoana	14th Mar 2021
2	Yoana	18th Mar 2021

## RISK REGISTER

Risk Identification		Qualitative Rating				Risk Response	
Risk	Risk Category	Probability	Impact	Risk Score	Risk Ranking	Risk Response	Trigger
Technical difficulties such as bad Internet connection from the key speakers.	High	7	10	70	1	Preparing for tech difficulties by testing the audio and check internet connectivity, make all speakers do the same. Run a rehearsal to identify potential problems.	During rehearsals prior to the event someone's screen starts glitching.
Problems with picture backgrounds, files missing.	Medium	4	9	36	6	Creating backup files, doing a check on everyone's files, making sure everything's in place.	During rehearsals prior to the event actors aren't switching their backgrounds on time or at all.
Trouble accessing the platform with the link.	Medium	4	10	40	4	Making sure beforehand that the link works and everyone can access it by having all members of the team trying it.	At rehearsals people aren't able to join.
Profanity, audience using inappropriate language during event.	Low	4	4	16	7	Having someone in charge of monitoring these things and by not disturbing the event removing the people from the event. Different people for problems such as sounds, video, etc.	At sign-ups people responding to emails in an inadequate way.
Actors not showing up.	Medium	5	10	50	3	Doing a rehearsal with everyone a few days before the event and making sure everyone's available at the time of event. Having a backup option of using our team as the actors, having the script ready. Prerecording as much as possible.	Actors being irregular at meetings, not responsive to messages and not showing excitement.
Script and interactive moments don't fit into the given time frame.	Low	3	4	12	9	Having a grand rehearsal with volunteers as audience and trying out the event.	The rehearsal times exceed one hour every time.
Narrator doesn't show up.	Medium	4	10	40	5	Having a backup person to take over, someone that is familiar with the script and is ready. Either that or prerecording the narrators lines and playing them in due times.	Narrator doesn't show at rehearsals, doesn't show excitement for event.
Audience not being tech-savvy.	Low	2	4	8	10	Providing audience with a guide prior to event.	No particular indication, rather than receiving emails at time of event that they're struggling accessing it.
Wear and tear/damage/loss of props.	Low	3	2	6	11	Back up props	In rehearsal we notice that the quality of items has been poor.
Audience members don't show up.	High	7	8	56	2	Selling more tickets than what is listed on the event, so we ensure we still have a big audience.	Not many people signing up, the event not being popular.
Technical difficulty with Voice Modifier.	Low	3	5	15	8	Test try before the event, ensuring there's no problem with it. Finding different voice changing software.	At rehearsals it doesn't work.

### Key terms

**Risk:** The risk is stated in a complete sentence, which states the cause of the risk, the risk, and the effect that risk causes to the project.

**Risk Category:** Categorization of risks by area of project, source of risk or other useful category.

**Probability:** The likelihood that a risk or opportunity will occur (on scale from 0 to 10 with 10 being the highest).

**Impact:** The impact of the risk on the project if the risk occurs (scale from 0 to 10 with 10 being the highest).

**Risk Score:** Determined by multiplying probability and impact (scale from 0 to 100).

**Risk Ranking:** A priority list which is determined by the relative ranking of the risks (by their scores) within the project with the number on

**Risk Response:** The action which is to be taken if this risks occurs.

**Trigger:** Something which indicates that a risk is about to occur or has already occurred.

# Kingston School of Art



## Risk Matrix:

<p><b>LIKE</b> <b>LIHO</b> <b>OD</b></p> <p><b>5 = Almost certain</b> The event is expected to occur in most circumstances, frequently</p> <p><b>4 = Likely</b> The event will probably occur in most circumstances several times</p> <p><b>3 = Moderate</b> Likely to occur sporadically</p> <p><b>2 = Unlikely</b> Can be expected to occur at some point</p> <p><b>1 = Rare</b> Improbable; may occur only in exceptional circumstances</p>	5	10	15	20	25
	4	8	12	16	20
	3	6	9	12	15
	2	4	6	8	10
	1	2	3	4	5

<p><b>HIGH</b> 12-25</p> <p><b>MEDIUM</b> 4-10</p> <p><b>LOW</b> 1-3</p>	<p><b>1 = Insignificant</b> Minor first aid treatment only; slight system impairment; aesthetic property damage only</p>	<p><b>2 = Minor</b> Medical treatment required and/or likely to result in incapacitation from normal activity for up to 7 consecutive days; minor property damage or systems impairment</p>	<p><b>3 = Moderate</b> Likely to result in incapacitation from normal activity for more than 7 or more consecutive days; property damage or systems loss</p>	<p><b>4 = Major</b> Permanent partial disability; significant systems loss or degraded property</p>	<p><b>5 = Catastrophic</b> Fatalities, permanent total disability, complete systems loss or major damage to property</p>
	<b>SEVERITY</b>				
	<p>Unacceptable risk: Immediate and additional control measures must be introduced prior to proceeding</p> <p>Tolerable risk: The process can continue but additional controls may need to be introduced to further reduce risk.</p> <p>Acceptable: Risk is being adequately controlled.</p>				



# Kingston School of Art

<b>Project/Activity/Situation:</b>	
<b>Location (site and space ID):</b>	
<b>Completed by:</b>	<b>Print name:</b> _____ <b>K/KU number:</b> _____

Population which may be affected:				Population which may be particularly at risk:			
EMP = Employee	STU = Student	CON = Contractor	V/P = Visitor / Public	CRN = Children	YPS = Young Persons	NEM = new and expectant mothers	DIS = disabled

Identify the hazard(s)	Assess the risks. There may be several risks associated with each hazard. Use the population coding above.		List the <b>control measures/precautions</b> needed to remove or reduce the risks. (e.g procedures, supervision, training, safety signs and information, PPE etc.). Record the date any additional controls need to be completed by and by whom. Implement the controls listed.	Using the Risk Matrix, score the <b>Likelihood</b> of the hazardous event occurring the <b>Severity</b> (how bad would it be?) and the resulting risk rating.			
What could cause harm?	Who might be harmed?	How?	Controls	By Whom? By When?	L 1-5	S 1-5	RR 1-25
Technical difficulties such as bad Internet connection from the key speakers.	EMP V/P	Event not running smoothly and not being able to deliver a successful experience.	Preparing for tech difficulties by testing the audio and check internet connectivity, make all speakers do the same. Run a rehearsal to identify potential problems.	Team Members, Narrator, Actors	3	5	15
Problems with picture backgrounds, files missing.	V/P	Not understanding what's happening in the book.	Creating backup files, doing a check on everyone's files, making sure everything's in place.	Team Members, Narrator, Actors	2	4	8
Trouble accessing the platform with the link.	V/P	Not being able to join the event.	Making sure beforehand that the link works, and everyone can access it by having all members of the team trying it.	Team Members, Narrator, Actors	2	5	10
Profanity, audience using inappropriate language during event.	EMP V/P	Disrupting the event.	Having someone in charge of monitoring these things and by not disturbing the event removing the people from the event. Different people for problems such as sounds, video, etc.	Team Members	2	2	4
Actors not showing up.	EMP V/P	Event not running smoothly and showing unprofessionalism.	Doing a rehearsal with everyone a few days before the event and making sure everyone's available at the time of event. Having a backup option of using our team as the actors, having the script ready. Prerecording as much as possible.	Team Members, Actors	2	5	10

KSA RISK ASSESSMENT



# Kingston School of Art

Script and interactive moments don't fit into the given time frame.	EMP	Event going longer than agreed with client.	Having a grand rehearsal with volunteers as audience and trying out the event.	Team Members, Actors, Narrator	1	2	2
Narrator doesn't show up.	EMP V/P	Event not running smoothly and showing unprofessionalism.	Having a backup person to take over, someone that is familiar with the script and is ready. Either that or prerecording the narrators lines and playing them in due times.	Team Members, Narrator	2	5	10
Audience not being tech-savvy.	V/P	Not being able to join the event.	Providing audience with a guide prior to event.	Team Members	1	2	2
Wear and tear/damage/loss of props.	EMP V/P	Doesn't make the event look professional, public not being able to understand the context.	Back up props	Team Members, Actors, Narrator	1	2	2
Audience members don't show up.	EMP V/P	The event's focus is to engage the audience, without one it doesn't deliver the objectives.	Selling more tickets than what is listed on the event, so we ensure we still have a big audience.	Team Members, Project Sponsor	3	4	12
Technical difficulty with Voice Modifier.	V/P	Audience not being able to understand the context.	Test try before the event, ensuring there's no problem with it. Finding different voice changing software.	Team Members, Actors, Narrator	1	5	5

Risk rating result:	Low (1-3): Acceptable = Risk is being adequately controlled	Medium 4-10 = Tolerable risk: The process can continue but additional controls may need to be introduced to further reduce risk.	High 12-25 = Unacceptable risk. Immediate and additional control measures must be introduced prior to proceeding
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Review date:	
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<b>Student responsible:</b>	<b>Print name &amp; K number:</b> _____	<b>Signature:</b> _____
<b>Course Leader responsible:</b>	<b>Print name &amp; KU number:</b> _____	<b>Signature:</b> _____



# PREVIOUS LESSONS LEARNED

Version	Created by	Date
1	Yoana	19th Mar 2021
2	Yoana	28th Mar 2021

**Situation:** One of the scriptwriters couldn't work as a team so we had to remove her from the group to ensure deadlines were met.

**Lesson Learned:** Taking charge and making big decisions to ensure the event's best outcome.

**Situation:** Uncertainty how we're going to pay for the costumes and props.

**Lesson Learned:** We've learned that we need clarification on who holds the budget and how we access it so we can work with the client's internal systems.

**Situation:** Using fonts for commercial reasons.

**Lesson Learned:** Learned how to get legal use of fonts for a public event and how it can be used depending on the purchase options.

**Situation:** The client creating a poster, promotional video and Eventbrite cover himself.

**Lesson Learned:** We believe we could have asked the client to make sure that the designs are suitable with the partnership logos. This also includes asking for the right formats (in this case landscape/portrait) to work with for the promotion posts and Eventbrite cover.

**Situation:** Unsure of which date to start the Gantt Chart from, after changes to tasks made by clients.

**Lesson Learned:** Deciding to start from the date of the changes but make reference to the chain of events.

**Situation:** Not all members of the team use the same websites for the organization.

**Lesson Learned:** Using a platform from the start, being open to using different websites in the future.

**Situation:** Wrong KSA account was tagged on Twitter by Kingston Library

**Lesson Learned:** Communicate with the person responsible for getting assets out on social media to ensure there are no misunderstandings.

**Situation:** The end of the event was awkward, the narrator didn't improvise and no conversation began after the performance. Marion ended the meeting because nothing was happening.

**Lesson Learned:** Do more training during rehearsals for improvisation so there is no awkward silence.

**Situation:** Voice Modifier was faulty, it stopped working during the performance.

**Lesson Learned:** The fault was unpredictable, but we could have had a guy for the role so we don't take a risk with voice modifiers at all.

**Situation:** Props were ordered only three days before the event, which caused stress in the team. One of the items ended up not being Prime, so the actor had to improvise with her own clothes.

**Lesson Learned:** Discussing the budget situation sooner, ensuring all the items are from Amazon Prime.

# REFLECTION

## **Beyond Shelves 2nd April 2021**

Whilst we are still waiting for the official feedback from the event, we are confident that the performance was well received. We have anecdotal feedback from the actors that they have received plaudits from their peers and that they are keen to use the finished video of the performance in the portfolios. Furthermore, the scriptwriters received positive responses for their work.

As a group, we are very pleased with the outcome overall. The process has not been without challenges but we feel we have risen to them and have demonstrated our ability to think creatively in providing alternatives. There were a few minor technical issues during the performance itself but the actors and crew dealt with these well and we would be surprised if the audience noticed.

This project has given us both a new set of skills and the confidence to be involved in similar projects in the future. We have worked well as a team with each member aware of their role and responsibilities but also being prepared to assist others where necessary to ensure we hit all the key milestones on time.

We hope we have created a project that achieved all it set out to and that we have succeeded in raising the profile of Kingston Libraries' reimagining of their role. We also hope that we have presented KSA in a positive light within the community which will lead to such opportunities being offered in the future.

# DAILY LOG

Version	Created by	Date
1	Yoana	2nd Mar 2021
2	Yoana	19th Mar 2021
3	Yoana	5th April 2021

Date	Meeting Type	Topics	Attendees	Time
05/01/21	Tuesday Class	We were given the brief, put in teams Understanding the brief Created a group chat	Team	2.00 pm - 5.00 pm
06/01/21	Wednesday Class	Made a shared presentation Brainstorming ideas Discussed availability - Mondays as our weekly meeting	Yoana Nawang Ben Sam Priscilla Anastasija Shimaa	10.00 am - 1.00 pm
11/01/21	First Team Meeting	Coming up with questions for Nat Discussing rough ideas Brainstorming	Yoana Nawang Ben Priscilla Anastasija Shimaa Gurishan	4.00 pm - 5.00 pm
12/01/21	Tuesday Class	Jonathan talking us through PIDs	Team	2.00 pm - 5.00 pm
13/01/21	Wednesday Class	Nat coming to give us the brief, a chance for us to ask questions Talking in our groups, allocated individual work, research plannings:  Nawang - research for good branding Yoana - examples of immersive experiences and interiors Gurishan - non student led pop up multi use spaces like gallery spaces Ben - what's going on currently at my local Discovery Centre/library Sam - VR and ways of accessing spaces virtually - Ellie Pennick gallery, Sook space, the national gallery research Priscilla - quizzes, games, monologues	Yoana Nawang Ben Sam Priscilla Shimaa Gurishan	10.00 am - 1.00 pm
19/01/21	Tuesday Class	Presenting our presentation for initial thoughts with the research we've done. Gurishan - research in podcasts and student English curriculum.	Yoana Nawang Ben Sam Priscilla Anastasija	2.00 pm - 5.00 pm
20/01/21	Wednesday Class	Meeting in groups to discuss our ideas, starting the PID.	Team	10.00 am - 1.00 pm
20/01/21	Team Meeting	Bringing everything together and deciding on three ideas. Making the tissue presentation for Tuesday class. Writing business case.	Yoana Nawang Priscilla Anastasija Shimaa Gurishan	4.00 pm - 5.00 pm
25/01/21	Team Meeting	Finalising the presentation, summarizing the plan who speaks.	Team	3.00 pm - 5.00 pm
25/01/21	Individual Work	Sam - changing slides template.	Sam	
26/01/21	Tuesday	Tissue presentation day.	Yoana	2.00 pm -

	Class		Ben Nawang Priscilla Anastasija Shimaa Gurlshan	5.00 pm
27/01/21	Wednesday Class	Working on scoping document together. Nawang - sending the presentation over	Team	10.00 am - 1.00 pm
01/02/21	Team Meeting	Working on PID.	Yoana Ben Nawang Anastasija Shimaa Gurlshan	4.00 pm - 4.30 pm
02/02/21	Tuesday Class	Going through Gantt charts and roles with Shannie, looking at our options	Team	2.00 pm - 5.00 pm
03/02/21	Wednesday Class	Talking to Nat about which idea to go forward with Sam - summary of his feedback Shimaa - contacting drama students Thinking about different genres for different age groups Choosing a book from the 100 novels Setting a meeting to discuss everything including roles which we have to inform Ash about until Monday	Team	10.00 am - 1.00 pm
06/02/21	Team Meeting	Deciding on the roles Choosing books from the 100 novels	Yoana Ben Nawang Anastasija Priscilla	3.00 pm - 4.30 pm
08/02/21	Team Meeting	Trying out Monday and Basecamp Yoana - coming up with a survey so we can choose genres, theme, book, time Sorting out details for event Assign days for regular meetings - Mondays and Fridays 3.30 pm	Yoana Ben Nawang Shimaa Anastasija Priscilla	4.00 pm - 5.00 pm
11/02/21	Individual Designing	Look for inspirations for the visuals and make plannings on the look and feel	Nawang	3.00 pm - 5.00 pm
12/02/21	Team Meeting	Distributing work between us: Gantt chart - Ben, Priscilla, Yoana Scoping document - Nawang, Sam Stakeholders - Gurlshan, Yoana, Shimaa	Yoana Shimaa Anastasija Sam Nawang Priscilla Ben	2.30 pm - 3.15 pm
15/02/21	Team Meeting	Reaching out to actors Discussing the details of the event Discussing branding and art style Coming up with ideas for the event to make it more interactive (small groups, mystery, solving things like in Escape rooms, polls, questions)	Yoana Ben Shimaa Nawang Sam Priscilla	4.00 pm - 5.15 pm
16/02/21	Tuesday Class	Started working on presentation for Nat Preparing to show the presentation to Ash and Shannie on 17th Wednesday Yoana - found a team of creative writing students to write the script Profiles and personas - Anastasija SWOT Analysis - Gurlshan Starting sending Nat email updates	Team	2.00 pm - 5.00 pm

16/02/21	Individual Work	Doing a list of Stakeholders and a Stakeholders Map. Created SWOT Analysis.	Gurlshan	7.00 pm - 9.00 pm
17/02/21	Wednesday Class	Showing to Ash and Shannie, feedback on presentation and PID Doing RACI table Working on Gantt chart Discussing partnerships, local press Yoana - writing down survey results for presentation, copyright issues, backup plans slide, created local press mockups	Team	10.00 am - 1.00 pm
17/02/21	Team Meeting	Started working on Gantt Chart together, chose a template, came up with main checkpoints.	Ben Yoana Priscilla	5.00 pm - 6.00 pm
17/02/21	Individual Work	Communication and Engagement Matrix, Communication Calendar, RACI Table, updating the Stakeholder Map	Yoana	6.00 pm - 8.00 pm
17/02/21	Individual Designing	Make start on making the characters in the art style planned using Adobe Illustrator.	Nawang	4.00 pm - 7.00 pm
18/02/21	Individual Designing	Finalise the characters for the visuals and make a start on poster composition.	Nawang	11.00 am - 1.00 pm
18/02/21	Individual Designing	Created a new Powerpoint Layout for the presentation.	Sam	12.00 pm - 1.00 pm
19/02/21	Team Meeting	Deciding to create a video to present to Nat Deciding on date for production of video on Zoom - Monday Gurlshan: writing script Yoana - editing the video Sam - choosing backgrounds Nawang - creating a paper Fawkes Guy mask	Yoana Ben Sam Nawang Anastasija Gurlshan Priscilla	3.30 pm - 5.30 pm
20/02/21	Individual Designing	Continue working on the poster and explore different colours and positions for the elements.	Nawang	5.00 pm - 9.00 pm
21/02/21	Team Meeting	Putting together the visuals for presentation: posters, social posts, mockups of local press	Yoana Nawang Shimaa Sam Gurlshan	6.00 pm - 7.00 pm
21/02/21	Individual Designing	Finalise the poster design and work on producing different formats of adverts for social media	Nawang	4.00 pm - 6.00 pm
21/02/21	Individual Work	Scriptwriting for mock up video of V for vendetta scene	Gurlshan	7.00 pm - 11.00 pm
22/02/21	Individual Partnership	Reaching out to KSA drama department, Rose theatre, Kingston grammar school and tiffin school to recruit actors	Shimaa	2.00pm-4.00pm
22/02/21	Team Meeting	Production of the prototype Ben - getting in contact with Kingston Grammar School	Team	4.30 pm - 6.30 pm
22/02/21	Individual Designing	Do simple animation for the social media adverts to make it more eye catching	Nawang	5.00 pm - 9.00 pm
22/02/21	Logo Design Meeting	Creating the logo together: Sam - picking a typeface Yoana - books illustration part of logo Nawang - adding the monitor touch and finishing the logo, choosing secondary typeface	Yoana Nawang Sam	7.00 pm - 8.30 pm
22/02/21	Individual Work	Editing the video with soundtrack, logo and captions	Yoana	8.30 pm - 11.30 pm

23/02/21	Tuesday Class	Showing to Ash and Shannie - getting feedback (having to make the presentation shorter) Finishing touches	Team	2.00 pm - 5.00 pm
23/02/21	Individual Work	Working on the profiles of the target audience to the presentation	Anastasija	5.00 pm - 8.00 pm
23/02/21	Individual Work	Writing SWOT analysis for client presentation	Gurishan	9.00 pm - 10.00 am
24/02/21	Wednesday Class	Presenting to Nat Yoana - sent the presentation to Ash	Team	10.00 am - 1.00 pm
26/02/21	Meeting with Marion and Nat	Discussing our project and marketing aims with Marion and Nat	Yoana Anastasija	9.00 am - 10.00 am
01/03/21	Team Meeting	Sorting out comms plan Yoana and Shima - arranged first meeting with script writers Yoana - posted on KSA Collaborations FB group to look for more actors	Yoana Priscilla Nawang Ben Shima Anastasija	2.45 pm - 4.00 pm
01/03/21	Individual Work	Made a presentation for actors and script writers	Yoana	6.00 pm - 8.00 pm
02/03/21	Tuesday Class	We got chosen Talking about Nat's feedback and the idea of Beyond Shelves as an umbrella of all three events.	Team	2.00 pm - 5.00 pm
03/03/21	Wednesday Class	Guest speakers with Ash, how to talk to clients	Team	10.00 am - 1.00 pm
03/03/21	Meeting with Nat	Discussing how to go forward with the event, giving us more information Setting up a meeting to discuss marketing - Anastasija	Yoana Nawang Ben Shima Priscilla	1.00 pm - 2.00 pm
03/03/21	Individual Partnership	Follow up on recruiting actors with the KGS, KSA, Rose theatre and Tiffin school	Shima	4.00pm-5.00pm
04/03/21	Meeting with Script Writers Team	Briefing the Script Writers Team, giving them all details including deadlines for drafts	Yoana Shima	2.00 pm - 2.45 pm
05/03/21	Meeting with Nat	Discussing marketing, giving us questions to answer so he can get quotes to send for the national newspaper piece and a team picture	Gurishan Anastasija	12.00 pm - 1.00 pm
05/03/21	Team Meeting	Anastasija - updating everyone on what Nat wants including Nawang to send separate pieces of her poster illustration Yoana - found three actors, contacted Rose Theatre and Performing Arts course, received a response but then nothing after Assigning work: Shima - thinking of ways to engage the audience Sam - props and costumes Ben - writing sentences to advertise our idea Priscilla - contacting local press	Yoana Anastasija Ben Gurishan Shima Priscilla	3.30 pm - 4.30 pm
07/03/21	Individual Work	Doing research on different ways we can use Zoom to engage the audience	Shima	5.00 pm - 7.00 pm

08/03/21	Team Meeting	Taking a picture for Nat	Yoana Nawang Ben Gurlshan Shimaa Priscilla	3.30 pm - 4.00 pm
08/03/21	Individual Work	Contacted Good Life Surbiton, Surrey Comet and got quotes Contacted Instagram accounts	Priscilla	7.00 pm - 12.00 am
08/03/21	Individual Partnership	Arranging a briefing with the actors via email	Shimaa	8.00am -
09/03/21	Tuesday Class	Guest speakers with Shannie.	Team	2.00 pm - 5.00 pm
10/03/21	Wednesday Class	Going through risk assessment.	Team	10.00 am - 1.00 pm
10/03/21	Meeting with Actors Team	Meeting with the Actors team to brief them and give them the details and deadlines.	Shimaa	2.00 pm - 2.30 pm
11/03/21	Meeting with Nat	Nat sending us a completely different image for advertising of the event Ben - to write a paragraph for the Eventbrite page	Yoana Priscilla Ben Shimaa Anastasija	1.00 pm - 2.15 pm
11/03/21	Meeting with Ash	Chat to update Ash on the current situation with Nat and what he did with the posters	Yoana Ben Shimaa Priscilla Nawang Sam	4.30 pm - 5.00 pm
12/03/21	Individual Work	Created a new layout for our PID in Canva.	Gurlshan	3.00 pm - 6.00 pm
12/03/21	Team Meeting	Discussing Shimaa's suggestion on how to engage the audience at the event and giving a reward as motivation for people to fill out the survey after the event Assigning work: Nawang - starting the creative presentation for submission Anastasija - stories for Instagram Priscilla - contacting Instagram accounts to post on their stories Sam - to create a detailed list of props and costumes to send to Nat Yoana - Risk Assessment tables	Yoana Ben Shimaa Priscilla Nawang Sam Anastasija	3.30 pm - 4.30 pm
13/03/21	Individual Partnership	Setting up a whatsapp group for the actors	Shimaa	2.00pm- 2.30pm
13/03/21	Individual Work	Annotating PID document	Gurlshan	5.00pm- 9.00pm
13/03/21	Individual Designing	Update the date and logos on the poster and social media adverts Upload them on the box for everyone	Nawang	6.00 pm - 8.00 pm
14/03/21	Individual Work	Start with the creative content/brand guidelines document for Beyond Shelves	Nawang	6.00 pm - 7.30 pm
15/03/21	Team	Discussing what to do with the script style	Yoana	3.30 pm -



	Meeting	Nawang showing us the creative presentation Marketing plan (instagram, twitter, ku newsletter, stories)	Nawang Ben Priscilla Anastasija Shimaa	4.30 pm
16/03/21	Tuesday Class	Gantt chart and risk assessment tables questions for Ash.	Team	2.00 pm - 5.00 pm
17/03/21	Individual Work	Doing Risk Register and Risk Assessment Matrix.	Yoana	9.00 am - 12.00 pm
17/03/21	Wednesday Class	Going into our group and going through PID and what needs to be done Updated comms plan accordingly	Team	10.00 am - 1.00 pm
17/03/21	Meeting with Actors Team	Meeting to discuss the roles and characters, showing them part of the first draft, letting them know how to "audition"	Shimaa Yoana	3.30 pm - 4.30 pm
18/03/21	Team Meeting	Making decisions on how the script writers team is going to continue, letting go of one of the writers.	Shimaa Yoana	6.00 pm - 8.00 pm
18/03/21	Individual Work	Working on the daily log and PID as a whole Created an Instagram account for Beyond Shelves	Yoana	8.00 pm - 11.00 pm
19/03/21	Team Meeting	Writing together Previous Lessons Learned Contacting Claire and Ash about purchasing costumes Arranging a time with Marion for a dress rehearsal Discussing what needs to be done in our last meetings and how we're going to write a Reflection section in PID Discussed Marketing plan with Anastasija and Priscilla, contacting KU for Instagram stories and newsletter feature Assigning Anastasija and Gurlshan with Beyond Shelves's Instagram account content creation	Yoana Nawang Ben Priscilla Anastasija Shimaa Sam	3.30 pm - 5.00 pm
21/03/21	Team Meeting	Casting actors as roles.	Shimaa Yoana	9.00 pm - 10.00 pm
22/03/21	Individual Work	Posting story on my instagram account, Kingston University reposted. Emailed Riverside Newsletter (Kingston University student newsletter)	Priscilla	12.00 pm - 1.30 pm
22/03/21	Individual Work	Contacting Union of Kingston Students to get featured in their newsletter	Yoana	4.00 pm - 4.15 pm
22/03/21	Team Meeting	Looking at our creative presentation Discussing Marketing Beyond Shelves Instagram account posts Updating daily log, gantt chart and discussing the new layout of the PID Priscilla - got a repost from KU Sam - making the backgrounds for the actors based on the script	Yoana Nawang Priscilla Gurlshan Sam Shimaa Anastasija	3.30 pm - 4.00 pm
22/03/21	Individual Work	Posted on instagram introducing the event	Anastasija	9.00 pm - 9.15 pm
23/03/21	Tuesday Class	Showing our PID and creative presentation to Ash and Shannie, getting feedback on what needs to be done Update on Nat - we'll be working with Marion from now on, setting up a meeting with her Finding out that Nat tagged the wrong KSA account in Twitter Finished Script	Team	2.00 pm - 5.00 pm
23/03/21	Rehearsal with Actors	First rehearsal with the actors, trying out the script	Yoana Shimaa	5.00 pm - 6.00 pm

			Sam	
24/03/21	Wednesday Class	Sending a list to Ash with the Amazon items we need to be bought	Team	10.00 am - 1.00 pm
24/03/21	Meeting with Marion	Getting answers to our questions: How many tickets are sold, Will there be a second event, Correction of a tag in Twitter, Eventbrite link for the 2nd April, Grand Rehearsal 30th March Link, giving credit to the script writers and actors Discussing front of house - Marion would introduce the event	Yoana Ben Nawang Shimaa Priscilla	3.00 pm - 3.30 pm
24/03/21	Individual Design	Creating profiles for the characters and a new profile for the narrator for the event in Zoom	Nawang	5.00pm - 6.00pm
24/03/21	Individual Work	Creating two posts for beyond the shelves instagram account	Gurlshan	8.00 pm - 1.00 am
26/03/21	Team Meeting	Discussing how we've paid for costumes, sending event link, grand rehearsal link Adding questions to survey after event Updating daily log Instagram Posts Schedule Gantt Chart Writing the front of house for Marion Discussing PID - changes that needs to be done	Yoana Shimaa Ben Nawang Gurlshan Anastasija Priscilla	2.30 pm - 3.45 pm
26/03/21	Individual Work	Posted Nawang's character profiles to instagram and crediting the actors	Anastasija	9.00 pm - 9.30 pm
27/03/21	Rehearsal with Actors	Rehearsal with actors, trying it out with the switch of the backgrounds, turning off their cameras, giving them the profile pictures, etc.	Yoana Shimaa Sam	2.00 pm - 4.00 pm
28/03/21	Rehearsal with Actors	Rehearsal with actors, trying it out with the switch of the backgrounds, turning off their cameras, etc.	Yoana Shimaa Sam	1.00 pm - 2.00 pm
28/03/21	Individual Work	Updating PID in Canva	Yoana Gurlshan	10.00 pm - 11.30 pm
28/03/21	Individual Work	Third instagram post for Beyond Shelves account	Gurlshan	10.00 pm - 2.00 am
29/03/21	Team Meeting	Finalizing the Gantt Chart	Ben Yoana Priscilla	11.00 am - 11.45 am
29/03/21	Team Meeting	Finalizing our PID in Canva (so we can focus on our blogs), update on actors Discussing a second event Updating Marion Adding a final background that includes the credit for script writers and actors at the end of the event Costumes haven't arrived.	Yoana Ben Shimaa Nawang Priscilla Anastasija Sam	2.30 pm - 3.00 pm
29/03/21	Individual Work	Updating PID - stakeholders map and communications plan Writing the "nice to haves" and "must haves" Making amendments to the Canva document	Yoana	3.00 pm - 5.00 pm
29/03/21	Individual Work	Annotating PID document	Gurlshan	7.00 pm - 11.00 pm
30/03/21	Rehearsal with Actors	Final rehearsal with actors before the grand rehearsal	Yoana Shimaa	5.30 pm - 6.00 pm

30/03/21	Grand Rehearsal with Marion	Grand rehearsal with the actors and the whole team + Marion, showing it how it would be on the actual event day	Yoana Ben Nawang Sam Shimaa Priscilla	6.00 pm - 7.00 pm
31/03/21	Team Meeting with Ash	Talking over our Gantt chart PID Feedback Discussing budget	Yoana Ben Nawang	10.30 am - 11.00 am
31/03/21	Individual Work	Create final Gif for the 2nd (event day)	Gurlshan	12.00 pm - 3.00 pm
01/04/21	Individual Work	Updating the creative content document	Nawang	7.00pm- 8.20 pm
01/04/21	Final Rehearsal with Actors	Rehearsing with the costumes	Shimaa Yoana Nawang	5.00 pm - 6.30 pm
02/04/21	Individual work	Posted stories to instagram to get people to buy tickets.	Anastasija Gurlshan	11.00 am- 2.00 pm
02/04/21	Pre-event preparation with Marion	Checking if everything's okay with the actors, backgrounds, props, technical details in Zoom	Yoana Nawang Shimaa Sam Ben Priscilla Anastasija	6.30 pm - 7.00 pm
02/04/21	Event	Beyond Shelves: Immersive Tales	Yoana Nawang Ben Priscilla Anastasija Shimaa Sam	7.00 pm - 8.00 pm
04/04/21	Individual Work	Editing final recording	Yoana	4.00 pm - 7.00 pm
05/04/21	Individual Work	Working on Canva document, editing the structure, adding Win conditions section and Appendix section, updating tables	Yoana	8.00 pm - 10.00 pm
06/04/21	Team Meeting	Writing the Reflection Paragraph Looking over everything Going over budget Submitting PID	Team	11.00 am - 1.00 pm

# APPENDIX

## AMAZON ORDER CONFIRMATION



### Robelli Vendetta Mask, Hooded Cape, Hat & Sais Fancy Dress Set

£15.00



### Flying Rabbit Women's Beach Dresses Sleeveless W/ Beautiful Details Summer Dress

£22.99



### GrassVillage Anonymous Halloween V for Vendetta 3 pc Mask Set - Gold, White and Black - PARTY, WORLD BOOK WEEK / HALLOWEEN KIT

£9.99

Hello,

Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below. You can view the status of your order or make changes to it by visiting [Your Orders](#) on Amazon.co.uk.

Your purchase has been divided into 2 orders.

### Order summary

Order #[026-6405309-8359569](#)

Placed on March 30, 2021

Arriving:

**Wednesday, March 31**

Your delivery option:

**prime Premium Delivery**

Your delivery preference:

**Dispatch item(s) as soon as they become available.**

Your order will be sent to:

**Shimaa  
KINGSTON UPON THAMES  
United Kingdom**

**Order Total:**

**£48.98**

Selected Payment  
Method:

Mastercard

[View order details](#)

# AMAZON ORDER PURCHASING CARD REQUISITION FORM FROM CLAIRE

Kingston University London

## UNIVERSITY PURCHASING CARD FORM (Centrally managed card purchases)

Research expenses included?  Y  N

Entity: (Please select one)

KU 
  KUCEL 
  KUEL 
  KUSCo 
  HSCE(Joint Faculty)

Supplier name: Amazon

Supplier address: 60 Holborn Viaduct, Holborn, London EC1A

Contact details: 0800 279 7234

Delivery address / Payment instructions:  
Shimaa Almotowakel  
30 Herbert Road  
KT1 2SP

Have you checked for the goods/services through our suppliers?

Have you checked that the goods/services are available?

Have you checked and confirmed the prices as stated below?

**Guidance Notes**

- All entertainment related items must list business reason and attendees
- Travel items must list destination and reason for travel
- Monetary values must be in £'s

Date	Item Number & Description (Please use more than one line if full description will not fit, and insert additional rows if required)	Net	VAT	Gross	Qty	Sub-Project Code	Product Code
25/03/2021	Robelli Vendetta Mask, Hooded Cape, Hat & Sais Fancy Dress Set	15	0	15	1	P1626-115	B01M0538DH
25/03/2021	Flying Rabbit Women's Beach Dresses Sleeveless W/ Beautiful Details Summer Dress - Size Medi	24	0	24	1	P1626-115	B06XP8PPF3
25/03/2021	GrassVillage Anonymous Halloween V for Vendetta 3 pc Mask Set - Gold, White and Black - PART 10	10	0	10	1	P1626-115	B07YYB21JC
25/03/2021	Elegancity Women V Neck Vertical Stripes Shirt Loose Button Down Blouse Tops 3/4 Sleeve with F23	23	0	23	1	P1626-115	B08RNM21N3
<b>Totals</b>		72	0	72			

I confirm that the goods and services requested are wholly and exclusively necessary for business purposes / performance of official duties. Proof of supply will be provided, or I may be held personally liable for costs incurred by the University.

Signed:  Date:

Name:

Finance Checked by:

Processed by:

System ref:

Transaction ref:

Date:

Request approved by: (Budget holder)

Signed:

Name:

Date:

Please scan & email request to [PurchasingCardINB@kingston.ac.uk](mailto:PurchasingCardINB@kingston.ac.uk)

Purchasing card requisition form (Corporate cards)

January 2020

# SAMPLE EMAIL TO STAKEHOLDER

Hi Nat,

I hope you had a good weekend and that this e-mail finds you well.

We are looking forward to presenting our ideas to you on Wednesday but in the meantime, I just wanted to let you know what we've been working on as a group over the last week.

We've been focusing closely on getting the practical details of the Zoom events finalized. We've decided the best format would be a one-hour interactive Zoom call on a Friday or Saturday evening highlighting a different genre of literature each week.

The maximum number of attendees will be 30 which we believe will be manageable. Should there be any technical difficulties with Zoom, we will have a Teams/Discord link ready to go so there would be no break in service (we are also investigating another backstop option just to be on the safe side). We've been discussing backup options such as recording the event.

To enhance the experience, we are creating custom Zoom backgrounds for the actors which can be changed for dramatic effect. We believe this will be less intrusive and more appropriate than dealing with props.

We are designing a feedback questionnaire that each attendee will be asked to complete to help us gauge the level of success of each of the calls.

As you know our research into which titles from the 100 great novels list would be popular is ongoing. An early favorite is "V for Vendetta", with Sherlock Holmes showing strongly too. We are confident that the responses we receive when the survey goes live on the Kingston Libraries Facebook page will guide us further with our choices. We also anticipate new potential audiences to appear from this survey which will also feed into our decisions.

We have reached out to the Creative Writing department at Kingston University and are happy to report we've found three students that want to partner with us in this project and help develop the scripts.

Our search for actors is ongoing and beginning to bear fruit. So far we've been in touch with the Drama Club at Kingston University and are waiting to hear from a couple of promising leads. We have been given a contact name at Kingston Grammar School to see if their drama club would be interested in taking part in the project. We have also been in contact with the Rose Theatre to discuss the possibility of working with them - budgetary constraints will make this a challenge, but we remain hopeful.

We hope that this is all okay but, of course, if you have any queries or comments, please do let us know.

All the best,

Ben

# SAMPLE WEEKLY TEAM MEETING AGENDA

## Agenda 26 March 2.30 PM - Team Meeting

### 1. Attendance and apologies

Yoana, Shimaa, Ben, Nawang, Gurlshan, Anastasija, Priscilla – present

Sam – texted me beforehand, letting me know she won't be able to attend

### 2. Topics for today:

- Final: paying for the costumes with a KU credit card, Claire and Ash are helping us out with that.

- Do we need to add any questions to the Survey by Nat:

[https://docs.google.com/forms/d/1kKrNIUEuMg5rw\\_2LX-cPIBLBZa1ht7EX7fqY7r9Hdyc/viewform?gxids=7628&edit\\_requested=true](https://docs.google.com/forms/d/1kKrNIUEuMg5rw_2LX-cPIBLBZa1ht7EX7fqY7r9Hdyc/viewform?gxids=7628&edit_requested=true)

What would you improve? Expectations

What other books would you like to see?

- On 24th at the meeting with Marion she said there are around 20-ish bookings so far

- Writing the front of house for Marion to introduce the event

- Zoom Meeting Link for event 2nd April 7 PM, we need to join at 6.30 PM

<https://zoom.us/j/92380803217>

- Zoom Meeting Link for Grand Rehearsal on 30th March 6 PM: <https://zoom.us/j/97164010714>

- Gantt Chart – Monday morning 11 am

- Daily Log – have we all updated it with our work hours?

<https://docs.google.com/document/d/1IWjvH6JzrcWqNgVbnhJSn88ex4iFTJOdt5GddZQcGaQ/edit#>

- Instagram Posts schedule

- PID – must-haves, nice to have (in/out of scope); moving “what could go wrong” to risk register; budget (financial targets); key milestones, adding to Previous Lessons Learned

### 3. Next meetings

- Team Meeting 29th March 2.30 PM (Monday) - Finishing what we have to submit in the final document which we aim to export by then, so we can have time to work on our blogs (I personally haven't even started it oops)

- Grand Rehearsal 30th March 6 PM (Tuesday) - This is important, it would be with Marion

- Event 2nd April 6.30 PM (Friday) – Half an hour before the event to ensure everything is okay

- Team Meeting 5th April (Monday) – Writing Reflection paragraph in PID? Submit.

# WEEKLY LOG

## Beyond Shelves: Immersive Tales - Project Schedule

Group 3

Go.Bo Gantt Chart Template © 2012-2020 by Vertex42.com. Licensed for private use only. Do not publish on the internet.

