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Principles of Management

Professor Fields

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Proposal Statement

For this management project, we have decided to host a benefit concert at the Torre del Lago Puccini amphitheatre in Tuscany, Italy. The purpose of this concert is to raise money for the AIPDC (*Association Italiana Personne Downe*) which is an organization that helps those with Downes Syndrome. The strategy is to obtain a top American Artist who is popular in Italy, and ask them to donate their time and talent to the cause. Possible artist would be Ed Sheeran, Imagine Dragons, or an Italian Orchestra. The profits made from the ticket sales, merchandise, and donations will go directly to the *AIPD*. The concert will take place in July 2019, and will be sponsored by the local and international company, Nestle. Overall, there are no major limitations at hand; some may include scheduling the artist and language barriers.

Goals and Objectives

The main goal we are trying to achieve through this project is to raise money for the *AIPD*, which is a nonprofit organization. Our objective for this goal is to partner together with them in order to schedule a location, date, and overall event in order to raise the funds for the organization. We want to make sure to include them into the planning as well, that way they are involved in their own awareness. Another goal we want to achieve is to spread the awareness of Downes Syndrome. This is a condition usually ignored or looked down on, when in fact there are many with the condition that have much potential. The objective for this goal would be to advertise widely for the concert, making many people aware of Downes Syndrome. If we get a

world-wide famous artist to perform, their name will attract many people who in turn will be exposed to the benefit just by buying tickets. Not only will this artist attract many people for the awareness, but they will also raise more money to go towards the foundation.

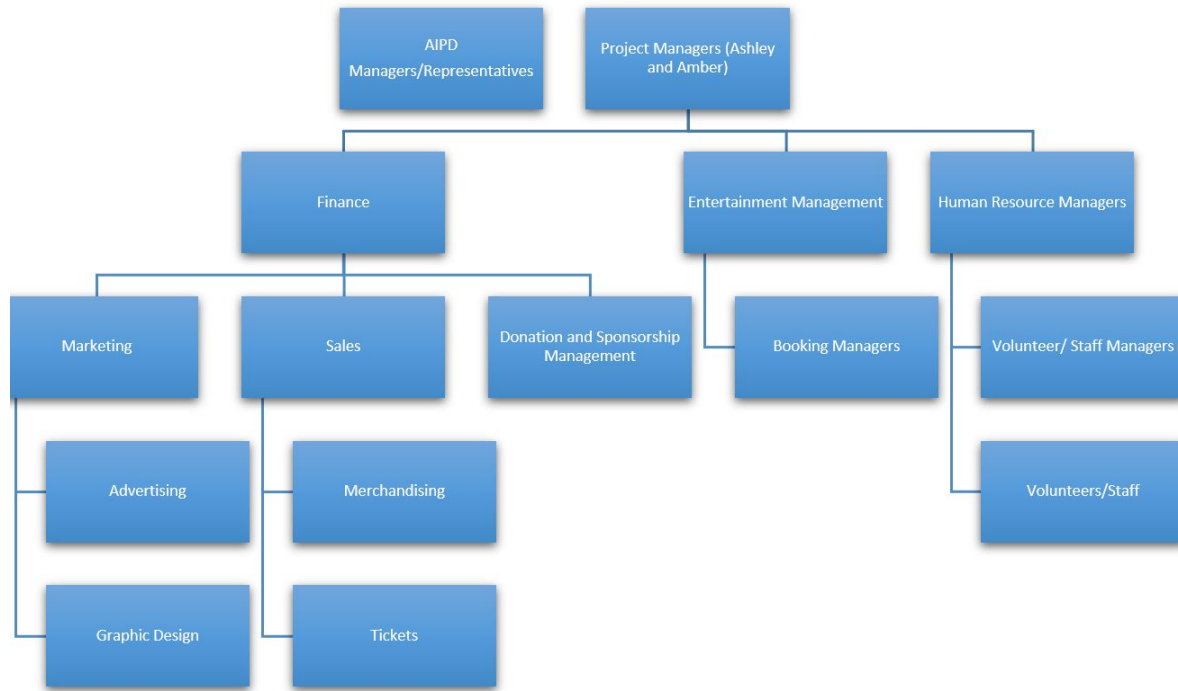
Host Country Analysis

Our host country is Italy, more specifically we are located in the Central region of Italy. The government orientation of this country is a Republic. This country was a Monarchy up until World War II, it then changed over to a Republic where the President is elected by Parliament. In this country, which is a close trading partner with the United States, one of the main industries is tourism, which makes up about 12% of the country's GDP and is in the top five most visited countries. Other industries include manufacturing of clothes, cars, jewelry, appliances etc. Agriculture also makes up a fraction of Italy's industries including cheese, grain, and of course grapes for wines. Italy's technology is very advanced and not considered a third wheel country. This will come in handy when it comes to advertisement. Although it is not as advanced as the United States, Italy is increasing its country to be more technologically advanced. Overall, this country has dimensions of leadership, individualism, and unique cross-country changes in culture. The people stick to traditions, are cautious of outside dangers, and show a sense of knowing what they stand for and are individualistic. In Northern Italy there is a more time strict mindset, while in Southern Italy, there are more traditions and etiquette mindsets. Italy overall is a masculine country with a high Uncertainty Avoidance Index. There are not many risk that could affect a benefit concert, however there are two major obstacles. The first risk would be terrorism. Italy is very close and on the front lines to terrorism, and it is a very high threat currently. Also, another obstacle would be the language barrier. There might be some who speak language, but English speaking workers would need to be prepared to overcome this barrier.

Management Strategy

As stated before, in this project, we desire for the foundation *AIPD* to be involved in the planning. Therefore, for this project, we are using a participative leadership style. In this case, input from the workers and partners are encouraged and considered. We want this benefit to be a fun experience, yet a successful one. Because we are representing a non-profit organizations, we feel it is important to have their opinion. For this benefit concert, it is important to plan the majority of the factors out before pursuing the plan. Locations and artist must be reserved, employees hired, ticket design and sales made, and much more. This means that the strategic mode we are using for this project is the planning mode. We will plan out as much as we can before beginning the project, that way we are prepared for any surprises that may occur. This rational plan will show us the more important deadlines and tasks as well as the rationality and logic behind each task. When it comes to forecasting, we will use the Subjective approach. meaning we will brainstorm ideas and solve problems along the way based on what we and *AIPD* feel will be the best option and outcome. Within this forecasting, there will be data involved as well to avoid biased decisions. The decision making method we will use in this project will be a consensus style of decision making. We want to help the organization, therefore Amber and I feel that the opinion of the organization matters. We will make decisions by voting and unanimously agreeing on a decision. The organizational structure is shown in the chart below. Amber and Ashley will be working as partners with *AIPD*. The entertainment managers, finance department, and human relations will be under us. Under entertainment Managers are the booking managers who will reserve the artist and the theatre location for the desired concert date. The Finance department will be in charge of donations and sponsorships, sales, and marketing. Sales are in charge of merchandise sold tickets sold. Marketing is in charge of

advertising and graphic design. Below the Human Resource managers will be the volunteers and staff hired and from *AIPD*.



Project Steps

First Human Resources will organize and hire all the management staff. A good amount of the staff will be volunteering from the *AIPD* themselves, but extra volunteers will later be needed for the actual concert night. The Entertainment Management will be in charge of booking the theatre in which the concert will take place, which is the Torre del Lago Puccini amphitheatre. They will also be in charge of reserving and scheduling the artist who will perform. The marketing crew will be in charge of publicizing the event. Therefore, underneath that will be graphic design to design the advertisement, brochures, and tickets to be sold. Advertising will plan the ways in which to advertise. Consisting of online, tv ads, and posters/billboards. Sales will be in charge of obtaining the merchandise that will be sold at the benefit concert as well as the sales of the tickets. They will determine the prices as well as rates. Financing will also be in

charge of keeping track of sponsorships and donations made towards the foundation. When it is the appropriate time, more volunteers will be hired for set up/ tear down responsibilities, ushers, ticket booths, and security. Amber, Ashley, and the managers at *AIPD* will be in charge overall, and will overlook the steps and process being made.

Project Schedule Estimate

- Start planning: March 24, 2019
- Contact concert hall to set up date of concert: March 25, 2019
- Create planning committees to assign projects: March 26, 2019
- Coordinate with the concert hall staff, figure out how many more people will be needed (Security): March 29, 2019
- Find and ask artists to participate in benefit concert: March 30- April 15, 2019
- Start decide on order of events: April 20, 2019
- Final order submitted: April 30, 2019
- Start spreading word about concert: May 2, 2019
- Planning of food and drink choices/caterers: May 13, 2019
- Start selling tickets: July 7, 2019
- Finish selling tickets: July 20, 2019
- Concert date: July 25, 2019

Risk Assessment

Overall, there are only two risk that will affect our concert. The first one, terrorism, could happen more around the front lines but isn't as common in central Italy. The second, language barriers. Might cause confusion, but by working with AIPD this will solve part of that problem.

ID	Short Title	Description	Rating	Resp. Mgr.	Status
1	Terrorism	Many benefit concerts have been having terrorist attacks due to a large number of people in attendance	8	Project Managers	Will have high security such as metal detectors and guards at each entrance. Guards posted throughout concert venue.
2	Language Barriers	By having our concert in Italy, many people will speak Italian or other languages that are heard in Europe	7	Project Managers /HR	Will Monitor; no action necessary.

Risk Grid for AIPD

