



Planning a launch party

Background

The sustainable dance club

Enviu is an international organization which helps young people develop profitable business ideas that have a positive effect on the environment and the local community.

Enviu is working in partnership with the architectural firm Döll on an exciting new project – a sustainable dance club in the city of Rotterdam.

The club will have a low impact on the environment, recycle energy, and raise

awareness among young people of social and environmental issues.

Enviu and Döll are cooperating with the Technical University of Delft and the Development Board of Rotterdam. Around 80 volunteers, mostly students and young professionals, are working on the project. They're helping to construct and equip the club ready for the launch party in a few weeks' time.

The Expert View

The project planning process should ensure that the work (scope) can be done within the deadlines (time) and budget (cost), and to the right specification (quality). These four elements (variables) are inter-related, and together make up the project baseline. If one of them changes – for example a reduction in time or budget, or an increase in scope – then the others need to be adjusted to keep the baseline business benefit. A good project manager is able to judge what the trade-off is if one of the variables changes. This requires clear thinking during planning, and careful tracking during the execution of the project.

Chris van der Hoven, Lecturer in Innovation Cranfield School of Management

Discussion

- 1 In what ways are nightclubs environmentally unfriendly?
- 2 How could you make one more environmentally friendly?
- 3 **09>** Listen to one of the volunteers talking about the project. Compare what she says with your answers to 1 and 2 above.

Task

- 1 You are part of the project team planning to open a sustainable club in your city or town. The project is nearly complete and you are now planning the launch party which will take place in one month. Read about the key tasks that need to be done in this table.

The venue	The launch party	Publicity
Finalize installation of electrical equipment	Confirm all DJs and special events	Print leaflets and posters
Finish the decoration	Confirm orders with food and drink suppliers	Start distributing leaflets and posters, send out invitations
Equip the relaxation zone	Receive delivery from food and drink suppliers	Update the website
Install kitchens and toilets	Hire and train staff	Organize a radio advertisement

- 2 The project team has divided into groups, A, B, and C. Each group has different responsibilities. Read the information for your group. Group A, turn to File 04 on page 136. Group B, turn to File 11 on page 138. Group C, turn to File 20 on page 140.

- 3 When you have read your information, hold a meeting to discuss the key tasks. Make sure you know at the end of the meeting exactly what needs to be done, who will do it, and when.

- Update the other members of the project team.
- Make a note of the tasks that are complete and of all the tasks that still have to be done.
- Discuss as a team how you will proceed.
- Allocate tasks and create a schedule for completing them.

Case study

File 03 | Unit 2

Business communication skills, Exercise 8, page 15

Student A

You went to the Project 1 meeting. Your partner went to the Project 2 meeting. Call your partner to find out what's happening with Project 2. Then, tell your partner about Project 1. These are the things you need to know.

Project 1 – organizing a training day for staff

- Venue for training session – room booked
- Hotel for trainers – Victoria Hotel has available rooms, trying to negotiate discount
- Lunch – nothing so far. Need someone to book caterers and negotiate payment.
- Information pack for trainees – need to ask trainers to send schedule and summary of training day
- Transport between hotel and office for trainers – need to book taxis

Project 2 – raising money for a local children's charity

- Posters and leaflets?
- 10 km sponsored run?
- Charity sale?
- Other?

File 04 | Unit 2

Case study, Task, Exercise 2, page 17

Group A

You are working on the venue and all the equipment.

Your responsibilities:

- Organizing the installation of the dance floor, the sound system, the toilets, and the kitchen equipment.
- Painting and decorating the whole building.
- Buying plants and furniture for the relaxation zone.

Your progress: All the equipment has been ordered. The energy-generating dance floor is ready to install, and the kitchen and toilets have been installed.

Problems: You need a specialist electrician to complete the work on the dance floor and link it up to the sound system and the lights. The company you booked has pulled out and you need to find a replacement.

File 05 | Unit 4

Case study, Task, Exercise 2, page 29

Student A

Summarize these results for your partner. Do not read out the figures, but compare the results of last year and this year.

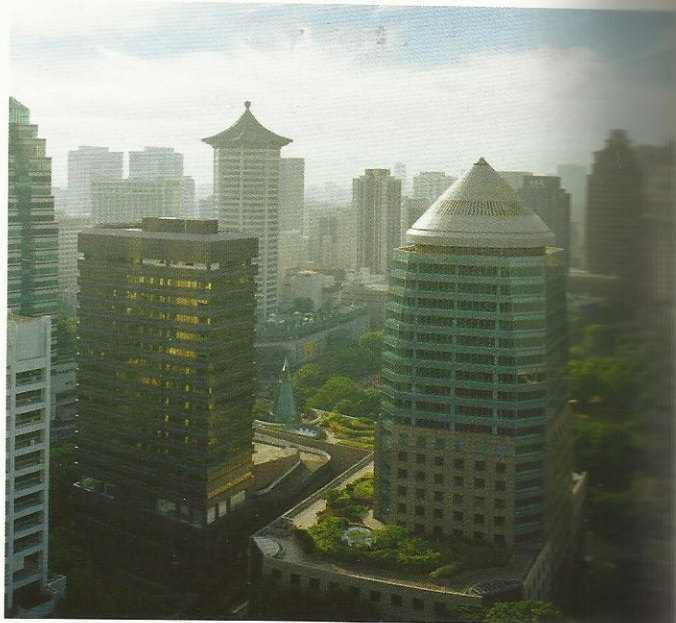
Example: The number of staff using public transport is a great deal lower than ...

	Last year	This year
% of staff using public transport	59	36
% of staff walking or cycling to work	22	21
% of staff sharing a car to work	11	23

File 06 | Unit 5

Business communication skills, Exercise 3, page 32

Student A



You are the facilities manager for a chain of hotels in Singapore and Thailand. Call your partner to ask about the services they offer. Ask if a visit is possible. Give this information to your partner.

- A chain of exclusively 5-star hotels.
- Some of the hotels have gym facilities that are eight years old.
- There are twelve hotels in total. Two have no gym facilities.
- You are speaking to your finance manager about the budget next week.

File 11 | Unit 2

Case study, Task, Exercise 2, page 17

Group B

You are working on the launch party event.

Your responsibilities:

- Booking the DJs and other acts.
- Organizing the special events, such as ethical clothing and make-up displays.
- Ordering all the food and drink for the event.
- Hiring and training staff.

Your progress: You have started booking people and so far the response is good. You have found local suppliers for most of the food and drink. You have advertised for staff and have a number of candidates. You need to interview candidates, hire them, and set up a training day.

Problems: The famous DJ you booked is no longer available. You have found a replacement but he is asking a lot of money which will take you over budget. You still need to find a supplier of organic beer.

File 12 | Unit 4

Case study, Task, Exercise 2, page 29

Student B

Summarize these results for your partner. Do not read out the figures, but compare the results of last year and this year.

Example: The number of staff arriving late is a great deal higher than ...

	Last year	This year
% of staff arriving late	53	87
% of staff doing flexitime	33	55
% of staff unable to find alternative parking (within walking distance of the company)	43	44

File 13 | Unit 5

Case study, Task, Exercise 1, page 35

Student B

You work for a business consultancy. Student A calls you. Ask for more information.

- What sort of reviews has the hotel received? What are the main problems?
- What sort of image does the hotel want to project?
- Arrange to visit the hotel. You are free on Thursday and Friday this week or Tuesday and Wednesday next week.

File 14 | Unit 5

Business communication skills, Exercise 3, page 32

Student B

You are the facilities manager for a chain of hotels in Cornwall. Call your partner to ask about the services they offer. A site visit is possible. Give this information to your partner.

- A chain of 3-star and 4-star hotels near the beach.
- One of the 3-star hotels has a fitness gym which is fifteen years old. You want to update that one and have new gym facilities in your other hotels.
- You have one 4-star hotel and three 3-star hotels.
- You have a comfortable amount set aside for installing new facilities.

File 15 | Unit 6

Case study, Task, Exercise 3, page 41

- 1 Have a film made showing day-to-day business and the lives of employees in the Swedish company and day-to-day business and lives of employees in the Indian company. The film would include interviews with staff describing what they do and how they go about their jobs. Show this to all employees.
- 2 Set up a virtual chat room so that colleagues can communicate anonymously with each other to air their problems, find out what the reasons might be, and to share thoughts about their own cultures.
- 3 Get an external trainer to run a training course for Swedish and Indian managers about how to raise intercultural awareness. The course includes role-plays and language training.
- 4 Have a 'culture sharing meal / day' where Swedish and Indian colleagues spend a part of the day sharing their cultural background with each other over Indian and Swedish food.
- 5 Bring Indian managers to Sweden for a visit to observe Swedish employees go about their day-to-day business. These managers would then report their observations to their own employees.

File 16 | Unit 16

Case study, Task, Exercise 1, page 101

Student A

Mission: Face-to-face market research in local supermarkets. Ask customers to taste the tea.

Result: Not good because

- some customers don't ever drink tea
- other customers like the taste but think the price is too high
- many customers have never seen this brand in the supermarket before.

Conclusion: Need to persuade supermarkets to make tea more prominent on the shelves. Offer special deals.

File 20 | Unit 2

Case study, Task, Exercise 2, page 17

Group C

You are working on publicity for the club and the launch party.

Your responsibilities:

- Advertising the launch party with leaflets and posters.
- Issuing special invitations for local business people.
- Recording a commercial for the local radio station.
- Setting up a website and making sure it is up to date.

Your progress: The leaflets and posters are ready. You are still waiting for the invitations. The website has been designed and is working well. The radio commercial has been recorded and needs to be approved by the team.

Problems: You need help to distribute the leaflets and posters. The website needs to be updated more frequently and expert help is expensive.

File 21 | Unit 8

Case study, Task, Exercise 2, page 53

Group A

Read these advantages of virtual working and share them with Group B.

- **More efficient use of time** – a team that stays in close contact and keeps an accurate record of its own progress is more likely to get something done on time and under budget.
- **Efficient use of training budget** – organizations that already have the necessary technology and skills for online communication have reported big savings on airfare, hotel and restaurant costs, and other expenses associated with face-to-face training.
- **Increased productivity** – too often organizations rely so much on meetings that a decline in overall productivity is experienced. Team members don't waste time walking down corridors, talking in the doorways along the way, and waiting for others to arrive.
- **Greater participation** – virtual team members can decide when and where they will participate and as a result they might feel able to participate more fully than they otherwise would.
- **Better use of individual time** – twelve minutes into a meeting, your reason for attending may be over. You could leave, then return later to 'listen in' and perhaps add something more.
- **Greater equality** – when you can't see the other people involved in the meeting, the organizational hierarchy doesn't completely disappear, but it does fade further into the background, allowing individuals to express their position more fully and easily.
- **Less air pollution** – when team members are able to work from home or the office, and avoid travelling for meetings, they lower their impact on the environment.

File 22 | Unit 9

Business communication skills, Exercise 5, page 111

Student A

Situation 1

Conversation 1

You are the customer. You work for an oil company. You need to order two drill pieces from S1 Engineering.

You have an account with the company. It is 9:30 AM. Call S1 Engineering.

Conversation 2

You urgently need the pieces you ordered five days ago. Call the company and find out about your order.

Situation 2

Conversation 1

You are a call handler for Haddows Trading, a furniture company. A customer calls you to place an order.

Give this order reference: HTGS899.

Conversation 2

You receive another call from the customer.

There has been a problem with the order. Find out what the problem is and invent an excuse / explanation.

Promise to take immediate action. (You can send the order today – no extra charge.)

File 23 | Unit 10

Case study, Task, Exercise 1, page 65

Student A

Read this information on visitor numbers at last year's event. Decide what attractions and facilities were popular, and make recommendations for this year's events to the rest of the committee.

Total number of visitors: 358 (adults)

Numbers of visitors (approximately) that

- watched a promotional video about the work of the charity: 27
- rode on the Tour de France simulator: 152
- had lunch at the outdoor barbecue: 289
- took the guided tour of the factory: 95
- completed the quiz about the company: 43
- tried out the bikes on a special course: 235
- bought a lottery ticket for the charity (bicycles as prizes): 117
- had children who used the children's play area: 145
- used the outdoor café: 231