

# PROJECT COMMUNICATIONS MANAGEMENT

## Memo

### Cluster Alignment

<b>1. Project Communication</b> (16 credits)	<ul style="list-style-type: none"><li>• 121905000-KM-08</li><li>• 121905000-PM-10</li></ul>
---	---

### Assignment Alignment

<b>Project Communication</b> (16 credits)	Assignment 17: 121905000-KM-08 Assignment 18: 121905000-PM-10
--	--

**Integrated Practical Question: Project Communication Management**

**Scenario:**

You are the Project Manager of the "GreenCity Park Development" project, which aims to revitalize an urban area by turning it into a sustainable park with recreational areas, a community garden, and an educational center. The stakeholders include the city council, residents, environmental NGOs, and potential sponsors.

Task:

**1. Communication Requirement Analysis (3 marks):**

- Identify and list the communication requirements of at least three primary stakeholders from the provided list. Describe the type of information they would need, their preferred mode of communication, and the frequency of communication.

**2. Draft a Communication Management Plan (5 marks):**

- Using the identified communication requirements, create a concise Communication Management Plan for the "GreenCity Park Development" project. Ensure the plan covers:
  - Stakeholder Identification
  - Information to be communicated (based on types of information required)
  - Tools and techniques to be used (e.g., email, meetings, newsletters)
  - Frequency of communication
  - Responsible personnel for each communication
  - Information management systems (e.g., cloud storage, project management software)

**3. Reflect on Communication's Impact on Project Delivery (2 marks):**

- In a brief paragraph, describe and motivate the importance of effective communication in the success of the "GreenCity Park Development" project. Highlight any potential challenges or barriers to communication and how they could impact project delivery.

**Instructions:**

- Your response should be compiled into a well-organized document.
- Use clear headings and subheadings to differentiate between the sections.
- Ensure that your Communication Management Plan is comprehensive and matches the information needs of the stakeholders.

Total: 10 marks.

## Grading Guideline for "GreenCity Park Development" Project Communication Management Task

### Question 1: Communication Requirement Analysis (3 marks)

- **Identification of Stakeholders and Their Communication Requirements (3 marks):**
- Accurate identification and listing of the communication requirements for at least three primary stakeholders (city council, residents, environmental NGOs, or potential sponsors). This includes specifying the type of information each stakeholder requires, their preferred communication mode, and the desired frequency of communication (1 mark for each stakeholder).

### Question 2: Draft a Communication Management Plan (5 marks)

- **Stakeholder Identification (1 mark):**
- Clear identification of all key stakeholders involved in the project.
- **Information to be Communicated (1 mark):**
- Detailed description of the types of information to be communicated to each stakeholder group.
- **Tools and Techniques (1 mark):**
- Appropriately chosen tools and techniques for communicating with stakeholders (e.g., email, meetings, newsletters).
- **Frequency of Communication (1 mark):**
- Specification of how frequently each stakeholder will receive communication.
- **Responsible Personnel (0.5 marks):**
- Identification of personnel responsible for each type of communication.
- **Information Management Systems (0.5 marks):**
- Explanation of the information management systems to be used for communication (e.g., cloud storage, project management software).

### Question 3: Reflect on Communication's Impact on Project Delivery (2 marks)

- **Importance of Effective Communication (1 mark):**
- A well-articulated paragraph describing the importance of effective communication in the success of the project.
- **Challenges and Impact on Project Delivery (1 mark):**
- Identification of potential challenges or barriers to effective communication and an explanation of how these could impact project delivery.

### Instructions for Assessment:

- **Organization and Clarity:** Ensure responses are well-organized, using clear headings and subheadings. The document should be easy to navigate and understand.
- **Comprehensiveness:** The Communication Management Plan should cover all necessary aspects as per the task requirements and should align with the information needs of the stakeholders.
- **Analytical Depth:** In the reflection, look for depth of understanding in terms of the role of communication

### **Scenario:**

You are the Project Manager of the "TechCon Annual Conference," a major technology conference attracting delegates from around the world. The event aims to showcase the latest innovations in the tech industry and provides networking opportunities for professionals, investors, and startups.

The conference has several critical communication touchpoints, including keynote speaker announcements, delegate registrations, logistical updates, sponsor communications, and emergency alerts. With just a month to go before the conference, you are informed of a potential transit strike that may disrupt attendees traveling to the conference venue.

### **Task:**

#### **1. Risk and Issue Log Development (4 marks):**

- Based on the potential transit strike scenario, create a risk and issue log that captures:
- Description of the risk/issue
- Potential impact on the conference (e.g., reduced attendance, delays)
- Probability of occurrence
- Proposed mitigating actions (be scenario-relevant, such as arranging alternative transportation, updating delegates, etc.)

#### **2. Communication Control Documentation (5 marks):**

- Using the provided scenario and your risk and issue log, design a communication control document that includes:
- Summary of the potential transit strike situation
- Identified communication barriers and risks (e.g., incorrect delegate contact information, reliance on a single communication method)
- Selected communication technology and methods to address the situation (e.g., email alerts, SMS notifications, conference app updates)
- Communication records and document templates (e.g., draft of an emergency email alert to delegates)

#### **3. Reflection on Communication Control Practices (1 mark):**

- Briefly describe the importance of communication control practices in managing unexpected scenarios, such as the potential transit strike, in the context of the "TechCon Annual Conference."

### **Instructions:**

- Your response should be compiled into a well-organized document.
- Use clear headings and subheadings to differentiate between the sections.
- Ensure your documentation effectively captures the controls in place to manage and communicate about the potential risks and issues related to the conference.

Total: 10 marks.

## **Grading Guideline for "TechCon Annual Conference" Project Communication and Risk Management Task**

### **Question 1: Risk and Issue Log Development (4 marks)**

- **Description of Risk/Issue (1 mark):**
- Clear and concise description of the potential transit strike as a risk/issue, including its specific characteristics and how it could impact the conference.
- **Potential Impact on the Conference (1 mark):**
- Detailed analysis of the potential impact of the transit strike on the conference, considering aspects like reduced attendance or logistical delays.
- **Probability of Occurrence (1 mark):**
- An assessment of the likelihood of the transit strike occurring during the conference period.
- **Proposed Mitigating Actions (1 mark):**
- Development of relevant and practical mitigating actions to address the risk, such as arranging alternative transportation for attendees and updating delegates through appropriate channels.

### **Question 2: Communication Control Documentation (5 marks)**

- **Summary of the Situation (1 mark):**
- A comprehensive summary of the potential transit strike situation, including its relevance to the conference.
- **Identified Communication Barriers and Risks (1 mark):**
- Identification and description of potential communication barriers and risks associated with the scenario (e.g., incorrect delegate contact information, reliance on a single communication method).
- **Selected Communication Technology and Methods (1.5 marks):**
- Specification of appropriate communication technology and methods to address the situation, including justification for each choice (e.g., email alerts, SMS notifications, conference app updates).
- **Communication Records and Document Templates (1.5 marks):**
- Creation of communication records and document templates tailored to the scenario, such as a draft of an emergency email alert to delegates.

### **Question 3: Reflection on Communication Control Practices (1 mark)**

- **Importance of Communication Control (1 mark):**
- A succinct and insightful reflection on the importance of communication control practices in managing unexpected scenarios like the potential transit strike, specifically in the context of organizing a large-scale event like the "TechCon Annual Conference."

### **Instructions for Assessment:**

- **Organization and Clarity:** Ensure responses are well-organized, using clear headings and subheadings. The document should be easy to navigate and understand.
- **Comprehensiveness and Relevance:** Assess the completeness and relevance of the risk and issue log, communication control documentation, and reflection. Responses should directly address the specifics of the provided scenario.
- **Practicality and Feasibility:** The proposed mitigating actions and communication strategies should be practical, feasible, and effective in addressing the identified risks and issues.
- **Analytical and Reflective Depth:** In the reflection, look for depth of understanding in terms of the role of communication control in managing unexpected events in a project setting.

