



Interactive Media Project Management One-Day Course

Course modules

Introductions

All courses will start with the participants introducing themselves and defining their needs in Interactive Media Project Management.

1. Principles of Interactive Media Project Management

Pre-course task discussion – structure of company and its impact
PowerPoint exposition with tasks interspersed covering the following:

- Definition of Interactive Media
- Project Management
- Stakeholder Management Principles
- Making the business case - introduction
- Time, Cost, Quality Triangle – how this is relevant for projects
- Change Management to reduce 'feature creep'
- General Management of these risk areas

Individual and group tasks to identify the common problems in developing/commissioning projects. Collation of results. Analyse the results in terms of how to avoid problems again and assess how stakeholder, business or change management/anticipation of risk could help. Practice in dealing with change management using mini role-plays.

Aim:

To strengthen the understanding and commitment to the basic principles of Project Management

Performance Improvements:

1. Recognition of: the principles of stakeholder management, the benefits of making the business case, time, cost and quality and their place in Interactive Media project management. 2. Appreciation of the benefits of change management and how to implement it in projects. 3. Better foresight and projection of risk for future projects to improve basic management skills.

2. 'Warning Bells' for Contracts and Intellectual Property

Brief review of Contracts – what to watch out for. Do the group practice or implement these already or see the relevance?

Rights and Intellectual Property (IP) – highlight key issues.
Discussions and swapping experiences on problems arising from projects according to rights, IP or other legal disputes.

Both parts will be consolidated through PowerPoints and tasks.

Aim:

To increase confidence in dealing with clients and/or negotiating over important factors in any agreement

Performance Improvements:

Critical knowledge of client relationships to assess agreements made with clients.
2. Experience in dealing with asset negotiation applying the appropriate knowledge according to a set of circumstances.

3. Team Management (Conflict management, Cross-functional teams: hints and tips)

- Exchange of views on problems encountered within and across teams
- Introduction to conflict management techniques relevant to interactive teams.
- Role play of conflict management to consolidate and apply techniques
- Examination of key research into team management and its application to Interactive Media.

Aim:

To share possible man management/organisation problems and devise strategies to deal with these.

Performance Improvements:

1. Recognition of the extent of man management problems and their impact on projects. 2. Having a repertoire of potential solutions to specific problems. 3. Short-cut problems that arise in the future by earlier recognition and understanding of the possible consequences.

Short Course FAQ

Who is this for?

This foundation course is suitable for digital interactive professionals who are aspiring to be Team Leaders or Project Managers. It is also suitable for existing Team leaders or Project Managers who have not had formal training.

What the course contains

The course is designed to cover the essentials of Interactive Media Project Management. Each component reinforces and extends key concepts. The course provides a good foundation for Interactive Project Managers.

Modules available

1. Review of principles of Interactive Media Project Management
2. 'Warning Bells' for Contracts and Intellectual Property
3. Team Management: Conflict resolution and Cross-functional teams

Duration

The course covers 3 important modules and lasts 1 day. If a company wishes to take a course but wants to spread it over several sessions rather than have a full

day, that can be negotiated. Attendance certificates specifying CPD (continuing professional development) contact hours will be provided.

Cost of courses

Individuals: If you would like to register interest in attending a course - at £220 (+VAT) in London (UK) - then please contact us. BIMA (British Interactive Media Association) company members are charged at £200 + VAT.

Companies: Courses can be given in-company by arrangement. This is usually for a minimum of 8 people. Price by negotiation according to needs.

Numbers on courses

Courses are offered for a minimum of eight participants and maximum of twelve. The numbers are constrained by the intensive nature of the areas covered. Courses can be negotiated for fewer or more participants. However, the modules take longer to work through as numbers increase therefore the modules may be covered in less depth to accommodate the time.

Preparation

We recommend that the book, “Managing Interactive Media: Project Management for Web and Convergent Media”, is read prior to the classroom course. These are written by the course tutors and are published by Addison-Wesley. The participants will find it helpful to read the book and attempt some of the tasks before attending. If they have questions arising from their study, we will address these during the course. Participants will also be asked to do a pre-course task that provides information about their workplace.

Pre course experience

The participants are expected to be digital interactive professionals with some experience in the industry. However, many attendees have found that the courses can be relevant for those who are converting from a traditional media role to interactive media, or for those non-professionals who are asked to manage interactive projects on behalf of their companies.

New modules or adaptation of existing components

We are happy to design new modules for corporate clients to fit precise needs. These will incur preparation costs per module to be agreed according to circumstances. We will adapt existing modules/components to a certain extent for no extra cost, but the cost of substantial modifications that require development of new material, research or extras, will be negotiated. Perhaps consultancy to assess your needs might be a better option for you to consider and we will be happy to discuss this with you.

Equipment

For clients providing the venue and for our standard course, we need a room with data projection facilities and a large enough screen for easy group viewing of presentation material together with a white board or equivalent. We will bring a laptop for ourselves.

For more information

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