

Planning an enterprise project or event: the people you need in your team when you are putting your business plan together

Planning and organising an enterprise event or project needs team members to take **key management roles**:

- taking responsibility,
- negotiating,
- making decisions and,
- delegating tasks to other members of the team

And the management team should have input when it comes to preparing the **business plan** for your event (your written document describing the event or activity, the people and resources involved and your plans for making it happen).

Here's an example of a typical management team:

Title	Role and function	Business plan responsibilities
Team leader or managing director: there's only room for one	leading, inspiring, taking charge, making it happen	sections such as the executive summary, table of contents and information about key management and personnel
Marketing manager	coordinating marketing activities, getting information out to potential customers; allocating different aspects of the work to other team members, liaising with production and financial managers	the project marketing plan,
Production manager	producing the goods or delivering the service, getting it to the customers, allocating different aspects of the work to other team members, liaising with marketing and financial managers	details of what's going to be produced, from what and how
Financial manager	dealing with all the money issues: financial projections, costing, balancing the books; allocating different aspects of the work to other team members, liaising with production and marketing managers	financial details

The team leader or managing director has overall responsibility for the project's success. **Functional** managers are responsible for the team members that carry out tasks within that function, so there are **key skills and qualities** that team members need to have.

For each of the management functions details **identify** and **prioritise** the skills and qualities needed and, if you can at this stage, name the team members who've got them.

Role	Key skills or qualities	Team member(s) with the required skills or qualities
team leader	1	
	2	
	3	
	4	
	5	
marketing staff	1	
	2	
	3	
	4	
	5	
production staff	1	
	2	
	3	
	4	
	5	
financial staff	1	
	2	
	3	
	4	
	5	