

Effective Project Management Practices for Cultural Event Planning

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Abstract

This paper explores the application of project management techniques in the planning and execution of cultural events, drawing on case studies from the Cultural Department of Presidente Prudente, Brazil. Project management tools, such as Gantt charts, stakeholder analysis, and risk management frameworks, were crucial to the success of large-scale initiatives like the "Vila Natal da Vida" event. By applying structured approaches to event planning, the team was able to effectively allocate resources, manage stakeholder expectations, and anticipate potential risks. The study highlights the importance of detailed project planning, including the use of brainstorming sessions with key stakeholders and iterative planning using methods like the Project Model Canvas. Furthermore, the integration of continuous feedback and lessons learned from previous projects contributed to the refinement of the event management process. The results of this research demonstrate how a systematic approach to project management, tailored to the unique challenges of cultural events, can improve both operational efficiency and overall event outcomes. This paper offers practical insights and recommendations for event managers and project teams seeking to improve their management capabilities in the cultural sector. By using the right tools and methodologies, future event planners can ensure better alignment with project goals, enhanced collaboration with stakeholders, and improved risk mitigation strategies, ultimately leading to successful project delivery.

Keywords: Project Management, Cultural Event Planning, Stakeholder Analysis, Risk Management.