Exercise

# In-Frame / Out-of-Frame

***Prepare an In-Frame / Out-of-Frame analysis for this project. Be certain to also show any “On-the-Frame” items.***

Pat saw the email that asked her to come to her manager’s office at 10:00 am when she arrived at work that morning. Pat was wondering why she had been asked to attend as she walked down the hall to her manager’s office.

“Good morning,” Pat called out as she knocked on TJ’s open door.

“Come on in and sit down,” TJ said as he looked up from his desk. “Pat, I would like you to manage the shareholder meeting project. We have been asked to be the host site for our annual shareholder’s meeting. It is always the first Tuesday in April, but there are meetings and tours on the days before and after the event. In case you didn’t know, the company moves the shareholder meeting every year to a different company facility. The host facility is able to showcase the products and systems that they market and produce to the Board of Directors and shareholders. “

Pat was surprised. “I have never been to an event like that. What do I need to do?”

“Don’t worry,” TJ assured her. “Evelyn in Investor Relations will do all the meeting planning including preparing the agendas and presentations. I need you to be the point of contact here.”

“OK,” said Pat. “Let me ask a few questions. First, what part of the project is my responsibility?”

“You will arrange the meeting space, setup the tours of the facility, setup product demonstrations, coordinate logistics, and help corporate to find hotel and dining facilities for the meetings,” TJ answered.

“Do I actually do the hotel bookings?” she asked.

“No,” TJ responded. “Everyone attending will make their own reservation, however you will negotiate a block of rooms and a room rate.”

“How about transportation to and from the hotel?” was Pat’s next question.

“I’m not sure about that,” TJ said. “Check with Evelyn and see what is normally done.”

“You mentioned dining facilities. Do I need to plan any dinners?” Pat asked.

“There will be one big dinner on Monday evening that Evelyn plans, although you need to help her find a facility. Everyone is on their own for the other evenings. However, we do need to plan for lunches each day. Evelyn can tell you how many people will be in attendance on each day,” TJ responded.

“Are there any constraints on the tours and demonstrations?” was Pat’s next question.

“Let’s demonstrate all the product lines – both new and old – to show the evolution of our products. Also, let’s show them the whole facility, but let’s highlight the innovation center and customer training center. However, no one goes into the clean room, they can just see that through the glass.”