Solution

# Contractors and Vendor Execution

1. Commodity – although the training material is custom material, printing is a commodity service. The project team does not need to interact with the printer, just purchasing.
2. Custom service – the installation is well defined, but it is unique. You will need to meet with the service provider prior to the start of installation to answer any questions and you should plan to periodically track performance during the installation time period.
3. Design effort – the event coordinator will need to quickly create options and work with you to decide what to eat, where to do it, and what type of entertainment. This is not something you leave to purchasing to negotiate everything. Because this a major portion of your event, you need to be fully integrated, but at the same time, you need the coordinator expertise to create options and arrange everything.
4. Design effort – you do not have a specification; rather you are relying on their expertise to design the packaging. I would give them a target cost value for the packaging in each of the global markets and then review and approve designs as they are developed.
5. Custom product/service – even though there is a standard contract in place, you must have specially design packing. However, with the standard contract and the specifications from your engineers, you can operate in a custom product/service relationship and not a full design effort relationship. The contract will have specified standards and practices and the specifications provide sufficient guidance for the packing company to design and create the packing without the full integration of a design effort relationship.