

# Project Management

## International seminar

### Targeted audience

Project managers.  
Counselors and executives from public and private organizations.

### Objectives

- To analyse opportunities and environment's threats, structure and operation of infrastructure markets in Europe and in developing countries, as well as the dynamics of competition in such markets.
- To use the strategy analysis methods and tools.
- To prepare and implement a strategy plan.
- To streamline management of projects in accordance with constraints of cost, time limit and quality.
- To manage the team of the project (to act upon the collaborators results, to create an atmosphere of confidence, to delegate, to prevent and to handle conflicts).

<b>Paris</b>	<b>From Monday 15<sup>th</sup> to Friday 26<sup>th</sup> april 2012</b>	Inscriptions : Tél : +331 4251 6116 Fax : +331 4251 6131	<b>Session n°23019</b>	5 460 €+ TVA lunch included
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Coordination : M. Christian BELLANGE / *Consultant*  
M. Gilles CAUPIN / *Consultant*  
M. Jacques FLEURAT / *Consultant*

Organisation : [Catherine BAROT / Metratech](#)

### monday 15<sup>th</sup> april

#### Marketing and strategy

- Evolutions and prospects in Public works and infrastructures markets, in Europe and in developing countries

- Main marketing analysis tools for infrastructures markets

M. FLEURAT

### tuesday 16<sup>th</sup> april

Analysis methodologies of the different actors strategies

French road case

Information sorting out

Choice of firm and role playing

Personnel case

M. FLEURAT

### wednesday 17<sup>th</sup> april

Information sorting out, construction of the market

Marketing strategies

M. FLEURAT

### thursday 18<sup>th</sup> april

#### Technical management

- To understand project management stakes and fundamental principles  
- Projects life-cycle and stages  
- How implementing effectively project management process and how creating one's project management benchmark

M. CAUPIN

### friday 19<sup>th</sup> april

- Marketing strategies  
- Methods of project management implementation for different fields  
- Fields integration or how getting both overall and shared views of the problematic  
- Project perimeter and content management or how controlling technicals development  
- Scheduling management or how defining and reaching credible and restrictive deadline objectives

M. CAUPIN

### monday 22<sup>th</sup> april

- Costs management or how to optimize objectives from upstream estimation till market balance  
- Risks management or how to get ready for unforeseen event  
- Communication in project objectives's service  
- Which role for the different actors and how to comply with it ?  
- Which organizational structures are most relevant to reach both firm global objectives ?

M. CAUPIN

### tuesday 23<sup>th</sup> april

#### Team management

My hierarchical position and my job

M. BELLANGE

### wednesday 24<sup>th</sup> april

#### Delegation of authority

Why ?

To whom and how ?

Delegation principles

Success and/or failure components of delegation

M. BELLANGE

### thursday 25<sup>th</sup> april

#### To motivate or the art of getting somebody take action

What are the principles of motivation ?

Expected role of the organization, understood and accepted role from the holder, really held role

What are the different way of motivating team ?

M. BELLANGE

### friday 26<sup>th</sup> april

#### Management of complex relationship situations

How to communicate more effectively ?

Tension, conflict management

M. BELLANGE