



## SEMINAR LACAC/UAE ON “PROJECT MANAGEMENT”

(Lima, Peru, 21 to 24 July 2014)

# OBJECTIVES, SPEAKERS AND AGENDA

## OBJECTIVES

The Project Management course equips the aviation business professional with methodologies and practices in the project management field.

Project Management will enable both business executives and aviation technology professionals to develop their professional skills in managing and delivering aviation related projects.

Project management is a requirement for professionals in many fields, however it is more important in the aviation domain due to the sensitivity of the projects undertaken in this domain. Therefore, having project management skills is vital for continuous success.

As part of setting up the strategy for the aviation organization, a set of business objectives that define the direction of the organization are agreed. To implement the strategy, such objectives are normally translated into tangible initiatives and activities that span the different aviation domains such as operations, safety, security, air navigation and other aviation related activities.

The execution of these activities and projects are then measured against pre-agreed performance indicators, which determine how the organization is doing in relation to fulfilling its strategy.

But how does the aviation organization ensure that such projects and activities are being executed on time and budget and without deviation from its determined scope? How does the organization ensure that projects risks and interdependencies are well managed? How does it ensure that the quality of the deliverables are as per expectations? etc. etc. etc.

*Project Management* is your answer to all the above questions. Without proper project management, activities and projects tend to deviate from their budget, time and objectives, which will have a negative impact on the aviation organization strategy.

## PRE REQUISITES

This Seminar requires that attendants meet the following prerequisites:

1. A general understanding of projects and business elements
2. Knowledge in the aviation organization strategic objectives, initiatives and activities

The Seminar covers the following key project management areas required to successfully run a project:

- Why Project Management in Aviation
- The Project Initiation Stage
- The Project Planning Stage
- The Project Implementation Stage

- The Project Closing Stage

The Seminar will include a set of activities and exercises to enable the attendant to apply the learnt concepts and theories.

## **SPEAKERS**

### **Laila Ali bin Hareb Al Muheiri**

Laila Hareb, Assistant Director General, is a game changer in the local and regional aviation strategies.



She joined the General Civil Aviation Authority (GCAA) in September 2009 to lead its Strategic Planning and Corporate Excellence Department. In little over two years since she began her work at the GCAA, it has been awarded the prestigious Sheikh Khalifa Government Excellence Program (SKGEP) award in recognition of its best practices in the areas of Strategic Planning and Performance Management systems. In addition to this, it was also recognized as the government entity for the most improved performance.

Laila Hareb is a corporate strategist with vast experience in developing and implementing strategic direction for major organizations in public sector. The first Arab lady to hold a vital strategic position in the MENA region. Her areas of expertise is expanded in variety of management sectors such as Strategic Planning, organizational development, corporate performance functions, quality & excellence and stake holder relationship management. Her previous experiences and achievements include developing a three year

Corporate Strategy Plan and Balanced Score Card, development and implementation of CRM strategy for national transportation where as the Director-Strategy and Corporate Performance, she was instrumental in establishing performance standards as well as strategic and planning excellence in the organization. Ms. Hareb undertook major restructuring projects for various organizations. She undertook project management such as UAE Aviation Fees and Charging Restructuring. She also brings a wealth of experience in the areas of Information Technology, Training, Corporate Marketing and communication. She initiated and personally managed training programs for aviation personnel in different continents, notably training for ladies in aviation.

In the midst of her busy schedule, Laila would still take the time to leave a very personal mark on people around her. She is a motivational speaker who presents to audiences on the topics of inspiration, motivation, change, and overcoming hardships. The stories she shares with her audience are authentic and genuine life changing events that she has survived. Striking a balance between the responsibilities of a single parent for three, and the demands of a dynamic aviation industry was her biggest challenges, yet her major success. She has been described as a dynamic and innovative speaker that never fails to provoke, excite and energize. Laila is passionate about people releasing their potential and reaching the peak of their capacities. She communicates with great passion and conviction and is skilled in building audience bond and engagement.

### **Issa Abdel Ahad**

Issa Abdel Ahad, Corporate Development Specialist and PMO Manager, is a dynamic individual with almost 20 years of experience in translating business needs into successful solutions. In his role as corporate development specialist, Issa leads the planning and execution of a wide range of strategies to meet some of the highly important organizational objectives of GCAA with the aim of enhancing work effectiveness and efficiencies. Issa also leads the Portfolio Management Office (PMO), which manages tracks and monitors the performance of almost 30 sensitive and highly visible projects to ensure they are being delivered within agreed scope, with quality, on time and budget while the overall risk for GCAA is properly controlled.



Before joining the GCAA, Issa has been involved in some of the key transformational projects in the United Arab Emirates and across the Middle East region. In his capacity as operations and delivery director for one of the international system integrators and management consultancies, Issa oversaw the successful delivery of all the projects undertaken by the company in the Middle East, which also covers the planning, forecasting and fulfillment of the human resource factor across the different projects, beside managing the overall delivery risk for the company in the region.

One of Issa's key achievements was the successful management and execution of the UAE national council elections of 2011, on which he played the role of program manager to ensure a smooth and successful elections spread over 13 election sights and with a team of over 100 professionals. In doing so, Issa was the first in the Middle East to manage fully electronic elections at the national level.

Also, the UAE's federal government CRM solution was one of Issa's biggest achievements where he managed the program to develop and roll-out the solution to almost 40 federal government entities.

Overall, Issa enjoys a breadth of experience ranging from management consultancy, project management, people management and other exciting domains. He is responsible, creative, with initiative and punctuality.

Issa accepts with pleasure the challenges and goals that are assigned to him, with good handle of the interpersonal relationships, ability to lead and work in teams, ability to work under high pressure, so as to solve problems efficiently and achieve the set goals.