

Aims and Objectives

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Aerospace Bristol

Purpose

- The purpose of this workshop is to provide a **training session** in cost estimating conducted by professional estimating teams from academia, industry, tool vendors and consulting with the added benefit of **top-level critique** by senior government and industry executives.
- This program will be **instructive, entertaining, and suitable for a wide interest audience** (estimators as well as managers).

Workshop ethos

The workshop ethos will be;

- Presentations will be conducted in a **non-hostile atmosphere**.
- All observations will be **focused on the methodology and approach**, rather than the absolute cost accuracy.
- This is a **learning exercise** for the Teams and the audience.
- Team should seek ways to **demonstrate its innovation, experience, and presentation** skills.
- It is SCAF's preference that **younger members** of staff are used for the exercise, rather than 'veterans' of cost estimating, to provide a valuable opportunity for 'the next generation' to gain experience.

Background

- The 2018 **FIFA World Cup** will be the 21st FIFA World Cup, a quadrennial international football tournament contested by the men's national teams of the member associations of FIFA. It is scheduled to **take place in Russia** from 14 June to 15 July 2018, after the country was awarded the hosting rights on 2 December 2010. This will be the first World Cup ever held in Eastern Europe, and the first held in Europe since 2006.
- Such events are always a **huge target to home and international terrorists**. It is anticipated that the Russia will deploy the most advance technologies and resources to safeguard the game.

The Challenge (Problem)

- The challenge is to gather cost and size data, and then generate the cost of providing security at this event.

The Challenge (Problem)

- Each team will present its solution including;
 - The sources of data,
 - approaches to data gathering,
 - Any ground rules or assumptions made,
 - normalisation techniques,
 - analysis of the security and capability of the venues,
 - consider the cost drivers for a secure venue,
 - establish if a cost estimating relationship can be determined for secure venues.

The Challenge (Problem)

- The objective is not so much to prepare accurate and realistic estimates, but to describe the approach to this task and how the task has been conducted. It is reminded that the Team members should not disclose proprietary information.
- They may use and display public domain models or even invent some models for the purpose of the exercise. If so, the Team will indicate it in order to avoid the audience from being misled.
- There is no pass or fail and certainly no “right answer.” We strive to keep the estimating spirit alive and to present a good cross-section demonstration of how world-class estimators approach the issue of analysing data and producing risk adjusted models.

General Estimating Assumptions

1. Luzhniki Stadium is located at the centre of **Moscow's 145-hectare Olympic complex**, one of the largest sports complexes in the world. Luzhniki Stadium will be the main venue and the heart of the 2018 FIFA World Cup tournament, used for the Opening Match, a semi-final and the Final. The Luzhniki sports complex stretches along the Moscow River and lies opposite the beautiful Vorob'evy Hills Natural Park. The majestic Moscow State University observation area overlooks the stadium.
2. Founded in the 12th century, Moscow is the capital of the Russian Federation and one of the most renowned and fascinating cities in the world. It is a dynamic 21st century metropolis showcasing some of the world's best shopping, nightlife, restaurants and culture. Moscow **welcomes over four million tourists each year**.

General Estimating Assumptions

3. Any estimates should be based at **2018 economics**,
4. The **operational life** is from 14 June to 15 July 2018,
5. The teams will need to **supply their own insight** into event security,
6. Technology forecasting, augmenting assumptions, and innovative estimating are encouraged

Format and Schedule

- The results of this case study will be in MS Office (PowerPoint and Excel) format, presented in **25 minutes** by one or more team presenters with **5 minutes for questions and answers** from the Senior Review Panel and audience

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