

Handout: SWOT

As part of the project management process you need to understand your operating environment and a good SWOT can help you do this. Consider doing a SWOT on each major component of the event. Here is the start of a sample SWOT for a venue.

Internal and Current	
<p>S – Strengths</p> <ul style="list-style-type: none">• LEED certified building• Water views• Architectural icon• Close to public transit including rapid rail• Scratch kitchen	<p>W – Weaknesses</p> <ul style="list-style-type: none">• Parking issues – scarce, expensive• No rideshare options in this city until end of 2019• More expensive per square foot than comparable venues downtown
External and Potential	
<p>O – Opportunities</p> <ul style="list-style-type: none">• Cordon off west escalator for “VIP” entry experience• Second floor space with glass walls is ideal for dramatic cocktail reception• Room blocks at three adjacent properties to overcome transportation issues	<p>T – Threats</p> <ul style="list-style-type: none">• Transit strike proposed by local union• Outdoor spaces vulnerable to rain (it rains every month in this city)• Must book in the next week or risk losing ballroom options

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