Excelerate Global Virtual Summit on Experiential Learning: Gantt Chart Plan

Team: 0505 SLU PM Team 3

This Gantt chart will be based on:

- Project Duration: 6 months
- Event date: November 1-5, 2025
- Budget: $30,000
- Team roles from the project charter
- Milestone dates are provided in the charter

1. Project Schedule Plan: SLU PM Team 3:

Goals	Task Description	Responsible Role(s)	Time Required	Start Date	End date	Resources Needed
Goal 1: Promote Experiential Learning as a Core Global Education Strategy **Deliverables:** Session themes, speaker lineup, curated content	Define session tracks & topics	Content Lead, Event Planner	5 days	May 5, 2025	May 9, 2025	Google Docs, Research Materials
	Shortlist and invite expert speakers	Content Lead, Project Lead	5 days	May 10, 2025	May 24, 2025	Contact database, Email
	Conduct speaker alignment calls	Content Lead, Event Producer	3 days	May 15, 2025	May 17, 2025	Zoom, Microsoft Teams
	Develop audience-aligned content formats	Content Lead, Engagement Manager	3 days	May 18, 2025	May 20, 2025	Miro, Google Docs

Goal 2: Achieve Broad, Inclusive Global Participation **Deliverables:** Marketing campaign, inclusive registration	Design a global outreach campaign	Marketing Specialist	4 days	May 21, 2025	May 24, 2025	Canva, Notion, Google Sheets
	Create multilingual marketing assets	Marketing, Creative Designer	5 days	May 25, 2025	May 29, 2025	Canva, Adobe Suite
	Launch country-specific campaigns	Marketing, Community Manager	7 days	May 30, 2025	June 5, 2025	Meta Ads, LinkedIn
	Track participation metrics by region	Project Scribe	Ongoing	May 30, 2025	November 5, 2025	Google Sheets, Survey Data
Goal 3: Position Excelerate as a Global Driver of Educational Innovation **Deliverables:** Brand visibility, institutional partnerships	Design branded presentation decks	Creative Designer	3 days	June 6, 2025	June 8, 2025	Canva
	Coordinate press and blog outreach	Marketing Specialist	4 days	June 9, 2025	June 12, 2025	Press List, Email Templates
	Schedule institutional partnership calls	Project Lead	4 days	June 13, 2025	June 16, 2025	Zoom, Google Calendar
	Highlight thought leadership sessions	Event Planner, Marketing	2 days	June 17, 2025	June 18, 2025	Social Media, Canva
Goal 4: Build a Lasting International Network of Advocates	Set up community platform (Discord/Slack)	Community Manager	3 days	June 19, 2025	June 21, 2025	Slack, Notion

Deliverables: Post-event platform, ongoing engagement	Host networking activities	Community Manager, Event Planner	3 days	June 22, 2025	June 24, 2025	Zoom, Google Meet
	Create a post-event email funnel	Marketing Specialist	2 days	June 25, 2025	June 26, 2025	Mailchimp
	Launch a follow-up campaign with insights	Project Scribe, Engagement	4 days	June 27, 2025	June 30, 2025	Google Docs, Survey Tools
Goal 5: Gather Actionable Insights **Deliverables:** Surveys, analytics, feedback reports	Design pre- and post-event surveys	Project Scribe, Monitoring Lead	2 days	July 1, 2025	July 2, 2025	Google Forms
	Monitor session engagement (heatmaps)	Technical Lead	During event	Oct 1, 2025	Oct 3, 2025	Platform Analytics
	Compile and analyze data	Monitoring Lead	4 days	Oct 6, 2025	Oct 9, 2025	Google Sheets, Survey Data
	Create a post-event impact report	Scribe, Designer, PM	3 days	Oct 10, 2025	Oct 12, 2025	Canva, Google Docs
Goal 6: Champion Young Researchers **Deliverables:** Scholar exhibits, profiles, and awards	Create a scholar nomination form	Project Scribe	2 days	July 3, 2025	July 4, 2025	Google Forms
	Review and shortlist submissions	Content Lead, Community Manager	3 days	July 5, 2025	July 7, 2025	Sheets, Review Panel

| | Organize a virtual poster exhibit | Event Planner, Tech Lead | 2 days | July 8, 2025 | July 9, 2025 | Miro, Zoom |
| | Highlight winners on social media | Marketing Specialist | 1 day | July 10, 2025 | July 10, 2025 | Canva, Instagram, LinkedIn |

2. Project Notes & Documentation

- **Resource Requirements**: Tables, printing services, speaker system, promotional items, and permissions from SLU administration.

- **Communication Platform**: SLU Teams (Project Management Tool); shared Google Drive folder for centralized access.

- **Monitoring Tool**: Weekly stand-up meetings, Gantt chart updated weekly, task checklist with deadline.

3. Time Management Plan:

a) Project Activities:

Goal	Task Description	Responsible Role(s)
Goal 1: Promote Experiential Learning	Define session tracks & topic clusters	Content Lead, Event Planner
	Shortlist and invite expert speakers	Content Lead, Project Lead
	Conduct speaker alignment and briefing calls	Content Lead, Event Producer
	Develop audience-aligned content formats	Content Lead, Engagement Manager
Goal 2: Achieve Global Participation	Design a global outreach strategy	Marketing Specialist
	Create multilingual marketing assets	Marketing Specialist, Creative Designer

	Launch country-specific outreach campaigns	Marketing Specialist, Community Manager
	Track and analyze participation metrics	Project Scribe
Goal 3: Position Excelerate as a Global Innovator	Design branded decks and visual kits	Creative Designer
	Coordinate press and blog outreach	Marketing Specialist
	Schedule institutional partnership calls	Project Lead
	Highlight thought leadership sessions	Event Planner, Marketing Specialist
Goal 4: Build a Post-Event Community	Set up community platform (Slack/Discord)	Community Manager
	Host networking activities	Community Manager, Event Planner
	Create a post-event email funnel	Marketing Specialist
	Launch a follow-up engagement campaign	Project Scribe, Engagement Lead
Goal 5: Gather Actionable Insights	Design pre/post-event surveys	Project Scribe, Monitoring Lead
	Monitor session engagement	Technical Lead
	Analyze event feedback and data	Monitoring Lead
	Create a visual post-event impact report	Project Scribe, Creative Designer, Project Manager
Goal 6: Champion Young Researchers	Design scholar nomination form	Project Scribe
	Review and shortlist submissions	Content Lead, Community Manager

	Organize a virtual poster exhibit	Event Planner, Technical Lead
	Highlight top scholars on social media	Marketing Specialist
Microsite & Technical Setup	Wireframe event site UI	Creative Designer, Technical Lead
	Develop and test the website	Technical Lead
	Integrate registration & session links	Technical Lead
Marketing & Finalization	Map a 6-week digital marketing plan	Marketing Specialist
	Design creative ads, reels, and promos	Creative Designer
	Launch paid advertising	Marketing Specialist
	Coordinate with the content for ad copywriting	Marketing Specialist, Content Lead
Speaker & Event Execution	Draft speaker invitation templates	Content Lead
	Send speaker invites and confirm responses	Project Scribe
	Collect speaker bios & session info	Content Lead
	Set up virtual session environments	Technical Lead

b) **Dependencies & Roles Assigned:**

Goal	Task Description	Responsible Role(s)	Depends On
Goal 1: Promote Experiential Learning	Define session tracks & topics	Content Lead, Event Planner	— (Starts first)

	Shortlist and invite expert speakers	Content Lead, Project Lead	Define session tracks & topics
	Conduct speaker alignment calls	Content Lead, Event Producer	Shortlist and invite expert speakers
	Develop audience-aligned content formats	Content Lead, Engagement Manager	Conduct speaker alignment calls
Goal 2: Achieve Broad, Inclusive Global Participation	Design a global outreach campaign	Marketing Specialist	— (Independent start)
	Create multilingual marketing assets	Marketing Specialist, Creative Designer	Design a global outreach campaign
	Launch country-specific campaigns	Marketing Specialist, Community Manager	Create multilingual marketing assets
	Track participation metrics by region	Project Scribe	Launch country-specific campaigns (starts concurrently but is ongoing till the project ends)
Goal 3: Position Excelerate as a Global Driver of Educational Innovation	Design branded presentation decks	Creative Designer	— (Independent task)
	Coordinate press and blog outreach	Marketing Specialist	Design branded presentation decks
	Schedule institutional partnership calls	Project Lead	Coordinate press and blog outreach
	Highlight thought leadership sessions	Event Planner, Marketing Specialist	Schedule institutional partnership calls

Goal 4: Build a Lasting International Network of Advocates	Set up community platform (Slack/Discord)	Community Manager	— (Starts first)
	Host networking activities	Community Manager, Event Planner	Set up a community platform
	Create a post-event email funnel	Marketing Specialist	Host networking activities
	Launch a follow-up campaign with insights	Project Scribe, Engagement Lead	Create a post-event email funnel
Goal 5: Gather Actionable Insights	Design pre- and post-event surveys	Project Scribe, Monitoring Lead	— (Independent task)
	Monitor session engagement (heatmaps)	Technical Lead	Occurs during the event
	Compile and analyze data	Monitoring Lead	Monitor session engagement
	Create a post-event impact report	Project Scribe, Creative Designer, Project Manager	Compile and analyze data
Goal 6: Champion Young Researchers	Create a scholar nomination form	Project Scribe	— (Starts first)
	Review and shortlist submissions	Content Lead, Community Manager	Create a scholar nomination form
	Organize a virtual poster exhibit	Event Planner, Technical Lead	Review and shortlist submissions
	Highlight winners on social media	Marketing Specialist	Organize a virtual poster exhibit
Microsite & Technical Setup	Wireframe event site UI	Creative Designer, Technical Lead	— (Independent task)

	Develop and test website	Technical Lead	Wireframe event site UI
	Integrate registration & session links	Technical Lead	Develop and test website
Marketing & Finalization	Map 6-week digital marketing plan	Marketing Specialist	— (Independent task)
	Design creative ads, reels, promos	Creative Designer	Map 6-week digital marketing plan
	Launch paid advertising	Marketing Specialist	Design creative ads, reels, promos
	Coordinate with content for ad copywriting	Marketing Specialist, Content Lead	Launch paid advertising
Speaker & Event Execution	Draft speaker invitation templates	Content Lead	— (Independent task)
	Send speaker invites and confirm responses	Project Scribe	Draft speaker invitation templates
	Collect speaker bios & session info	Content Lead	Send speaker invites and confirm responses
	Set up virtual session environments	Technical Lead	Collect speaker bios & session info
Microsite & Technical Setup	Wireframe event site UI	Creative Designer, Technical Lead	—
	Develop and test the website	Technical Lead	Site wireframe approved
	Integrate registration & session links	Technical Lead	Website developed

Marketing & Finalization	Map a 6-week digital marketing plan	Marketing Specialist	—
	Design creative ads, reels, and promos	Creative Designer	Marketing timeline created
	Launch paid advertising	Marketing Specialist	Ads and reels are ready
	Coordinate with content for ad copywriting	Marketing Specialist, Content Lead	Ad strategy confirmed
Speaker & Event Execution	Draft speaker invitation templates	Content Lead	—
	Send speaker invites and confirm responses	Project Scribe	Invitation templates ready
Microsite & Technical Setup	Wireframe event site UI	Creative Designer, Technical Lead	—
	Develop and test the website	Technical Lead	Site wireframe approved
	Integrate registration & session links	Technical Lead	Website developed
Marketing & Finalization	Map a 6-week digital marketing plan	Marketing Specialist	—
	Design creative ads, reels, and promos	Creative Designer	Marketing timeline created
	Launch paid advertising	Marketing Specialist	Ads and reels are ready
	Coordinate with content for ad copywriting	Marketing Specialist, Content Lead	Ad strategy confirmed
Speaker & Event Execution	Draft speaker invitation templates	Content Lead	—

	Send speaker invites and confirm responses	Project Scribe	Invitation templates ready
	Collect speaker bios & session info	Content Lead	Speaker confirmations received
	Set up virtual session environments	Technical Lead	Website and speakers finalized
	Conduct a full technical dry run	Technical Lead	Platform setup complete

c) Sequence of Activities (Workflow Order):

Phase	Task Description
Phase 1: Planning & Foundation (May)	Define session tracks & topic clusters
	Shortlist and invite expert speakers
	Design a global outreach campaign
	Wireframe event site UI
	Draft speaker invitation templates
	Design branded presentation decks
	Create multilingual marketing assets

Phase 2: Build & Outreach (June)	Conduct speaker alignment and briefing calls
	Develop audience-aligned content formats
	Launch country-specific campaigns
	Track participation metrics by region
	Coordinate press and blog outreach
	Schedule institutional partnership calls
	Develop and test the website
Phase 3: Community & Engagement (July)	Create a scholar nomination form
	Set up community platform (Slack/Discord)
	Host networking activities
	Review and shortlist submissions
	Create a post-event email funnel

	Organize a virtual poster exhibit
	Highlight winners on social media
Phase 4: Final Prep (August–September)	Integrate registration & session links
	Map a 6-week digital marketing plan
	Design creative ads, reels, and promos
	Launch paid advertising
	Coordinate with content for ad copywriting
	Send speaker invites and confirm responses
	Collect speaker bios & session info
	Set up virtual session environments
	Conduct a full technical dry run
Phase 5: Execution & Closure (October–November)	Monitor session engagement (heatmaps)

	Compile and analyze data
	Create a post-event impact report
	Launch a follow-up campaign with insights

d) Estimated Duration and Resources Plan:

Goal 1: Promote Experiential Learning

Task Description	Estimated Duration	Resources Needed
Define session tracks & topics	5 days	Huma (Content Lead), Bushra (Event Planner) Technical: Google Docs, Subject research
Shortlist and invite expert speakers	10 days	Huma, Soujanya (Project Lead) Technical: Speaker contact database, Gmail
Conduct speaker alignment calls	7 days	Zoom, Calendly
Develop audience-aligned content formats	6 days	Huma, Onoja (Community & Engagement) Technical: Google Docs, Miro for structuring formats

Goal 2: Global Participation

Task Description	Estimated Duration	Resources Needed

Design a global outreach campaign	5 days	Canva, Notion, Content calendar templates
Create multilingual marketing assets	6 days	Outsourced designer, Canva Pro, Google Translate
Launch country-specific campaigns	8 days	Meta Ads Manager, LinkedIn, Campaign Schedule
Track participation metrics	Ongoing	Google Sheets, Meta Analytics, Eventbrite insights
Set up and optimize a Facebook page	3 days	Timothy (Marketing), Canva, Meta Business Suite
Run paid ads on Facebook & Instagram	7 days	Meta Ads Manager, $200–300 estimated spend
Embed ad widgets/banners on the website	4 days	Wix Pro Plugin, Google Tag Manager, Tech Lead

Goal 3: Brand & Innovation

Task Description	Estimated Duration	Resources Needed
Design branded presentation decks	4 days	Canva Pro, Brand color palette, Templates (optional, outsource if premium design needed)
Coordinate press/blog outreach	5 days	Press list, Email templates, Google Docs
Schedule institutional calls	4 days	Zoom, Google Calendar
Highlight thought leadership sessions	5 days	Canva (thumbnails), Event webpage, Speaker headshots

Goal 4: Post-Event Community

Task Description	Estimated Duration	Resources Needed
Set up a community platform	4 days	Slack workspace, Discord roles, Community guidelines
Host networking activities	6 days	Zoom, Google Meet, Icebreaker tools (e.g. Padlet, breakout room scripts)
Create a post-event email funnel	5 days	Mailchimp (free plan), Pre-written copy template
Launch a follow-up campaign	6 days	SurveyMonkey/Google Forms, Email sequences, Google Docs

Goal 5: Actionable Insights

Task Description	Estimated Duration	Resources Needed
Design surveys	4 days	Google Forms Human: Rubaiyat (Scribe), Fouzia (Finance as Monitoring)
Monitor session engagement	3 days	Built-in analytics (Zoom/Hopin), OBS, Human: Linus (Tech Lead)
Compile and analyze data	6 days	Google Sheets, Survey results, Human: Fouzia (Monitoring), Rubaiyat
Create an impact report	8 days	Canva, Google Docs, Human: Rubaiyat, Huma (Content), Stelia (PM)

Goal 6: Young Researchers

Task Description	Estimated Duration	Resources Needed
Create a nomination form	3 days	Google Forms Human: Rubaiyat
Review submissions	6 days	Google Sheets, Rubric template Human: Huma, Onoja
Organize a virtual poster exhibit	7 days	Miro boards, Zoom session links Human: Bushra, Linus
Highlight winners on social	4 days	Canva, Instagram/LinkedIn Human: Timothy

Microsite & Technical Setup

Task Description	Estimated Duration	Resources Needed
Wireframe event site UI	5 days	Figma, Canva Human: Linus (Tech), Huma (Content)
Develop and test the website	15 days	Wix or WordPress, Hosting, Domain Human: Linus or Outsourced Web Developer (recommended)
Integrate registration/session links	4 days	Wix plugins, Google Forms, API tools Human: Linus

Marketing & Finalization

Task Description	Estimated Duration	Resources Needed
Map a 6-week marketing plan	4 days	Notion, Timeline sheet, Human: Timothy
Design ads/reels	6 days	Canva, Adobe, Stock libraries Outsourced Graphic Designer or Timothy (if skilled)
Launch paid advertising	5 days	Meta Ads Manager, $300–500 budget, Facebook Pixel
Copywriting for ads	4 days	Google Docs, Grammarly, Human: Huma (Content), Timothy (Marketing)
Run ads on the event microsite	4 days	Wix Banner Ad plugin, Google Tag Manager, Human: Linus

Speaker & Event Execution

Task Description	Estimated Duration	Resources Needed
Draft speaker invitation templates	3 days	Google Docs, Email etiquette guide, Human: Huma
Send speaker invites and confirm	6 days	Gmail, Tracking spreadsheet, Human: Rubaiyat
Collect bios & session info	5 days	Google Forms, Drive folders, Human: Huma

| Set up session environments | 5 days | Zoom, OBS, Slide templates, Human: Linus |
| Conduct a full technical dry run | 2 days | Zoom/Hopin, Backup links, Checklist, Human: Linus, Bushra (Event Flow) |

4. Milestones:

Milestone	Description	Date
M01	Project Charter Finalized	15-May, 2025
M02	Problem Identification Complete	24-May, 2025
M03	Solution Design Finalized	10-Jun, 2025
M04	Implementation Plan Drafted	20-Jun, 2025
M05	Speaker Lineup Confirmed	10-Jul, 2025
M06	Event Agenda Finalized	20-Jul, 2025
M07	Marketing Campaign Launched	1-Aug, 2025
M08	Technical Rehearsal Completed	30-Sep, 2025
M09	Event Launch	October 1–3, 2025
M10	Final Presentation & Report Submission	25-Oct, 2025

5. Gantt Chart Tool Selection:

For this project, we utilized Asana's List, Timeline and Gantt view features to create a comprehensive Gantt chart. Asana was selected for its intuitive interface, effective task visualization, and seamless integration of dependencies, durations, and resource assignments. This tool allowed us to map out the project schedule in a collaborative environment while ensuring real-time updates and accessibility for all team members.

Our Gantt Chart Link is:
https://app.asana.com/1/1210252503231079/project/1210278147125219/overview/1210278235908548.

6. Challenges and Mitigation:

    a) **Understanding Asana's Interface & Gantt Chart Functionality**

❖ Challenge: Initially, our team faced difficulties navigating Asana, especially in locating and utilizing the Gantt chart (Timeline) feature effectively.

❖ Mitigation: We consulted YouTube tutorials and Asana's help center articles. Watching real-time walkthroughs helped us quickly learn how to structure tasks, link dependencies, and visualize project flow.

    b) **Sharing the Gantt Chart with External Stakeholders**

❖ Challenge: We encountered limitations when trying to share our Asana Gantt chart with someone outside our team who didn't have workspace access.

❖ Mitigation: We generated a public shareable link (when allowed), and as a backup, exported the chart as a PDF or took high-resolution screenshots to ensure easy viewing and feedback