

Excelerate Global Virtual Event: Project Team Proposal

1. Introduction

To support Excelerate's mission of expanding its global influence and showcasing the power of experiential learning, this proposal outlines a full project team structure to execute a 3 day virtual event. The event will attract students and educators worldwide and will feature panel discussions, hands-on activities, and thought leadership conversations around experiential learning.

With a timeline of six months and a budget of \$30,000 USD, this proposal outlines the event goals, key deliverables, and a streamlined, cost-effective team needed for successful execution.

2. Project Goals

The global virtual event aims to:

1. Promote Experiential Learning as a Core Global Education Strategy

Present experiential learning as a vital and scalable worldwide approach to education rather than as a specialized methodology. With the use of real-world case studies, project simulations, and live collaborative activities, this event will highlight its application across disciplines and age groups, from elementary classrooms to STEM research labs. We want to change the way that education is viewed and imparted, particularly in digitally connected settings, by selecting examples from throughout the world.

2. Achieve Broad, Inclusive Global Participation

The conference aims to attract at least 500 participants from 10 or more countries, with targeted promotion to ensure balanced representation among students (K-12 and university), educators (primary through higher education), trainers, learning designers, and education policymakers. By crossing geographies and functions, we envision this conference as a living global map of experiential learning — diverse, inclusive, and concerned with the future of education.

3. Position Excelerate as a Global Driver of Educational Innovation

Make the most of the occasion to help solidify Excelerate's standing as a learner-focused, skill-based education brand around the world. With the help of thought leadership, speaker selection, deliberate branding, and institutional collaboration, Excelerate will be able to establish itself as a platform that will shape the future of global education. Professional-quality photographs, media outreach, and post-event tales will all be used to increase brand awareness.

4. Build a Lasting International Network of Experiential Learning Advocates

Facilitate the establishment of an effective online learning community comprising educators, learners, researchers, and institutions. Showcasing participant tales, launching group initiatives, and establishing a shared post-event environment (Slack, Notion, or Discord) are all part of this. The occasion marks the start of ongoing idea sharing, long-term cooperation, and the development of a global learning movement, not its conclusion.

5. Gather Actionable Insights to Drive Product and Community Evolution

To gather quantitative and qualitative data on participant activity, engagement, and satisfaction, make use of analytics dashboards, embedded surveys, feedback mechanisms, and live polls. These will guide future iterations of Excelerate's community-building tactics, event planning, and platform enhancements. Excelerate's strategic team will receive an internal roadmap report that combines user stories, session heat maps, and experience reports.

6. Champion and Uplift Young Researchers from Underrepresented Regions

Throughout the occasion, start a special campaign to find, honor, and empower STEM students and early-career researchers from developing countries. Through associated scholarships (depending on sponsor financing), credential tracks, and virtual poster exhibits, Excelerate will build a future generation of internationally connected, visible, and supported innovators. This event will actively strive toward the future we envision, where talent is positioned based on potential rather than privilege.

3. Key Deliverables for Success

To achieve the event's goals, the team must deliver:

- **Event Microsite:** A user-friendly website with event registration, agenda, speaker bios, and session access links.
- **Virtual Event Platform:** A stable and scalable solution (e.g., Hopin, Zoom Events, Airmee) for hosting all sessions.
- **Creative Theme & Branding:** A cohesive event identity with digital assets, presentation templates, and promo materials.
- **Global Marketing Campaign:** Targeted outreach via email, social media, academic partners, and press releases.
- **Speaker Lineup & Structured Content:** A curated schedule featuring confirmed speakers and well-designed session flows.
- **Technical Production & Support:** Pre-event rehearsals, real-time tech moderation, and post-session backups.
- **Interactive Engagement Tools:** Features like live polls, chat, breakout rooms, and gamification elements to boost participation.
- **Post-Event Impact Report:** A comprehensive summary of data, participant feedback, and strategic recommendations.

4. Proposed Team Structure

S/N	Roll/Title	Why this Role Is Needed	Key Responsibilities	Time Commitment	Employment Type	Estimated Cost (USD)
1	Program Manager	Central coordinator managing all aspects of the project.	Develops timeline, coordinates team, tracks progress, resolves bottlenecks.	Full-time (6 months)	Full-time (contract)	\$7,500
2	Event Director	Oversees event strategy and ensures vision alignment.	Leads planning, sets direction, liaises with CEO and stakeholders.	Avg. 10 hrs/week	Part-time	\$3,000
3	Event Producer	Designs and manages event sessions and flow.	Plans session structure, speaker prep, live session management.	Avg. 8 hrs/week (6 months)	Part-time	\$2,500
4	Marketing & Communications Manager	Drives outreach and attendance.	Social media, email campaigns, press coordination, influencer outreach.	Avg. 10 hrs/week	Part-time	\$2,500
5	Creative Designer	Craft's visual identity and event assets.	Posters, banners, digital ads, social media graphics.	Project-based (3 months)	Freelance	\$1,200
6	Content & Speaker Curator	Ensures speaker quality and diverse, relevant content.	Recruits' speakers, supports prep, aligns content with theme.	Avg. 6 hrs/week	Part-time	\$1,500
7	Technical Coordinator	Manages event tech	Sets up virtual platform,	Avg. 8 hrs/week	Freelance	\$2,000

		and platform support.	manages live tech, rehearsals.			
8	Community & Engagement Lead	Keeps audience engaged pre- and during the event.	Runs live chats, polls, gamification, social media interaction.	4 hrs/week	Intern	\$500 (stipend)
9	Administrative Assistant	Handles logistics, scheduling, documentation.	Meeting coordination, speaker onboarding, support tasks.	4 hrs/week	Intern	\$500 (stipend)
10	Monitoring & Evaluation Specialist	Measures event impact and collects insights.	Designs feedback forms, analyzes data, prepares postevent report.	Avg. 5 hrs/week	Part-time	\$1,000

5. Budget Summary Table

Category	Item	Estimated Cost (USD)
Personnel	Total Team Costs (from table above)	\$22,200
Technology	Event platform (Hopin, Zoom Events, etc.)	\$3,500
Marketing	Ads, email tools, influencer micro-campaigns	\$3,000
Design & Tools	Design tools, templates, stock media	\$500
Contingency	Miscellaneous and unexpected costs	\$800
Total		\$30,000

6. Employment Summary

a. Full-Time (Contract)-1

- *Program Manager*

b. Part-Time / Freelance Roles-6

- *Event Director*
- *Event Producer*

- *Marketing & Communications Manager*
- *Content & Speaker Curator*
- *Technical Coordinator*
- *Monitoring & Evaluation Specialist*

c. Interns-2

- *Community & Engagement Lead*
- *Administrative Assistant*

d. Freelance Designer-1

- *Creative Designer*

PROJECT CHARTER FOR 0505 SLU PM TEAM 3

1.0 PROJECT IDENTIFICATION

Name	0505 SLU Project Team 3
Sponsor	Excelerate
Project Manager	Stelia Angouya
Project Team Members	Juliet Ekua Appiah, Bushra Jamil, Rubaiyat Sharmin Ira, Soujanya S, Linus Osayi, Timothy Otu, David Onoja, Fouzia Ashfaq, Huma Saleem, and Ayodeji Akinro.
Date	5th May 2025

2.0 BUSINESS CASE

This project aims to enhance digital literacy among underprivileged community members by providing hands-on training and access to essential digital resources. With the rapid digitization of services and employment processes, many individuals in marginalized groups face exclusion due to a lack of digital skills. By executing this project, Excelerate will contribute to community empowerment and economic inclusion, aligning with its social impact goals. A budget allocation of 3,0000\$ USD will facilitate equipment procurement, training materials, and logistics for a six-month initiative, yielding measurable improvements in participants' digital access and skill levels.

3.0 EXECUTIVE SUMMARY

The Digital Empowerment & Inclusion Campaign is a six-month community outreach initiative funded by Excelerate with a budget of \$30,000. Commencing on May 5, 2025, the project is designed to bridge the digital divide in underserved rural areas by delivering essential digital literacy training and access to technology. With a dedicated 11-member project team, this initiative aims to train 500 individuals in foundational digital skills and establish five sustainable digital hubs equipped with internet access and basic computing tools.

Endorsed by Excelerate's Founder and CEO, Mr. Sundar Kumarasamy, the project aligns with the company's commitment to inclusive growth, innovation, and corporate social responsibility. It reflects Excelerate's strategic vision of empowering communities through knowledge and connectivity, while also supporting national digital transformation efforts.

The project will collaborate with local NGOs, educational institutions, and community leaders to ensure grassroots engagement and long-term impact. Risks such as low community participation, technical infrastructure challenges, and logistical delays have been identified, with proactive mitigation plans in place. The expected outcomes include increased access to education, job opportunities, and digital resources, positioning Excelerate as a catalyst for social advancement and equitable technology access.

4.0 PROJECT SCOPE

In-Scope (What the team will deliver as part of the project):

- Design and Execution of a 3-Day Virtual Event**
 - Panel discussions
 - Interactive presentations
 - Activities such as polls, quizzes, and breakout rooms

2. **Event Logistics and Operations**
 - Planning and coordination
 - Budgeting and expense tracking (within \$30,000 budget)
 - Event platform setup and management
 - Scheduling and timeline management
3. **Marketing and Outreach**
 - Creation of six promotional posts
 - Social media engagement
 - Speaker and participant invitations
 - Master contact list and confirmation of invitations
4. **Technical & Content Support**
 - Virtual platform testing and setup
 - Content creation and publication
 - Feedback from design and post-event analysis
5. **Team and Project Communication**
 - Weekly team and sponsor meetings
 - Bi-weekly full team check-ins
 - Internal updates and summary emails
6. **Project Documentation and Reporting**
 - Drafts and final report of the project
 - Financial reports, status reports, and task tracking
7. **Risk Management and Quality Assurance**
 - Risk mitigation sessions
 - QA checklists and review plans

Out-of-Scope (What the team will not be responsible for):

1. **In-person Event Logistics**
 - Venue bookings, catering, and physical materials (as this is a fully virtual event)
2. **Post-Event Follow-up Services**
 - Ongoing participant support or extended services beyond the post-event feedback
 - Continuous engagement programs or future event planning
3. **Technical Development Beyond Scope**
 - Custom software or app development outside the event platform's use
 - Long-term maintenance of digital tools or platforms
4. **Professional Consultations**
 - One-on-one mentoring, coaching, or consultation services during or after the event
 - In-depth curriculum development for experiential learning beyond the scope of the event
5. **Additional Event Features or Add-ons**
 - Any features or sessions added after the final agenda approval
 - Paid advertisement campaigns beyond the allocated marketing plan

5.0 MILESTONE DATES

Milestone	Details (Including Constraints, Risks & Opportunities)	Due Date
Project Charter Finalization	Completion and approval of the full project charter by the team and supervisor.	May 15, 2025

	<p>Constraint: Limited availability of a supervisor for feedback.</p> <p>Risk: Delays in team consensus.</p> <p>Opportunity: Early alignment improves project clarity</p>	
Problem Identification & Analysis	<p>Complete identification of the core problem the project addresses, supported by data or initial research.</p> <p>Constraint: Access to reliable data sources.</p> <p>Risk: Misidentification of root cause.</p> <p>Opportunity: Strong problem framing strengthens project relevance.</p>	May 24, 2025
Solution Design & Proposal	<p>Develop and finalize the proposed solution, including implementation methods and expected impact.</p> <p>Constraint: Time limits for exploring alternative solutions.</p> <p>Risk: Unfeasible proposal due to overlooked variables.</p> <p>Opportunity: An Innovative solution can stand out.</p>	June 10, 2025
Implementation Plan Draft	<p>Prepare and review a detailed action plan, resource allocation, and risk mitigation strategies.</p> <p>Constraint: Limited resources (time, budget).</p> <p>Risk: Incomplete planning may cause execution issues.</p> <p>Opportunity: A Solid plan increases the success rate.</p>	June 20, 2025
Final Presentation & Report Submission	<p>Delivery of final results, outcomes, benefits, and learnings in both report and presentation formats.</p> <p>Constraint: Tight turnaround for revisions.</p>	July 5, 2025

	<p>Risk: Technical or communication issues during the final presentation.</p> <p>Opportunity: High-quality delivery leaves a strong impact.</p>	
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6. Project Risks		
Severity	Likelihood	Description
Low	Low	<p>Risk: Minor technical glitches during event (e.g., delayed slides or muted mic)</p> <p>Cause: User inexperience or platform issues.</p> <p>Mitigation: Pre-event tech checks, run rehearsals, and assign real-time tech support.</p>
Medium	Medium	<p>Risk: Delay in securing confirmed speakers/panelists</p> <p>Cause: Scheduling conflicts, delayed responses.</p> <p>Mitigation: Send invites early, follow up regularly, and keep backup speakers ready.</p>
High	Low	<p>Risk: Virtual platform crash or major technical failure during the event</p> <p>Cause: Overload, unstable internet, or platform limitations.</p> <p>Mitigation: Choose a reliable platform, run stress tests, and have backup links/platforms (e.g., Zoom + Teams).</p>
Low	Medium	<p>Risk: Lower-than-expected audience engagement during sessions</p> <p>Cause: Passive session design, time zone mismatch.</p> <p>Mitigation: Design engaging, activity-driven sessions with live tools (polls, Q&A), offer session replays, and localize times across zones.</p>
Low	High	<p>Risk: Loss of a key organizing team member near launch</p> <p>Cause: Personal emergencies, burnout.</p> <p>Mitigation: Cross-train team members, maintain updated task tracking, and keep weekly check-ins to redistribute workload quickly.</p>

7. CRITICAL SUCCESS CRITERIA
<p>1. Successful Execution of a 3-Day Interactive Global Event:</p> <p>All sessions (panels, workshops, showcases, and live events) must be carried out without significant technical issues on a professional virtual platform, and the entire event must go according to schedule. For the event to truly embody experiential learning rather than merely passive observation, each session must incorporate interactive components like Q&A, live polling, or breakout rooms.</p> <p>2. Global Reach and Inclusive Participation:</p> <p>At least 500 participants from 10 or more countries must register and attend the event, with meaningful representation from underrepresented regions. This includes featuring a minimum of 15 emerging researchers or students, especially from developing countries, through presentations, spotlights, or showcase sessions.</p>

3. Creation of a Post-Event Impact Report and Knowledge Hub:

A professional final report needs to be made and handed over, which involves session analytics, feedback, insights, and visual documentation. Besides this, an online knowledge hub needs to be established where all the recordings, main resources, and post-event material can be made available for future access by the community.

8.0 SIGNOFF

Project Sponsor: Saint Louis University

Date: 5th November 2025