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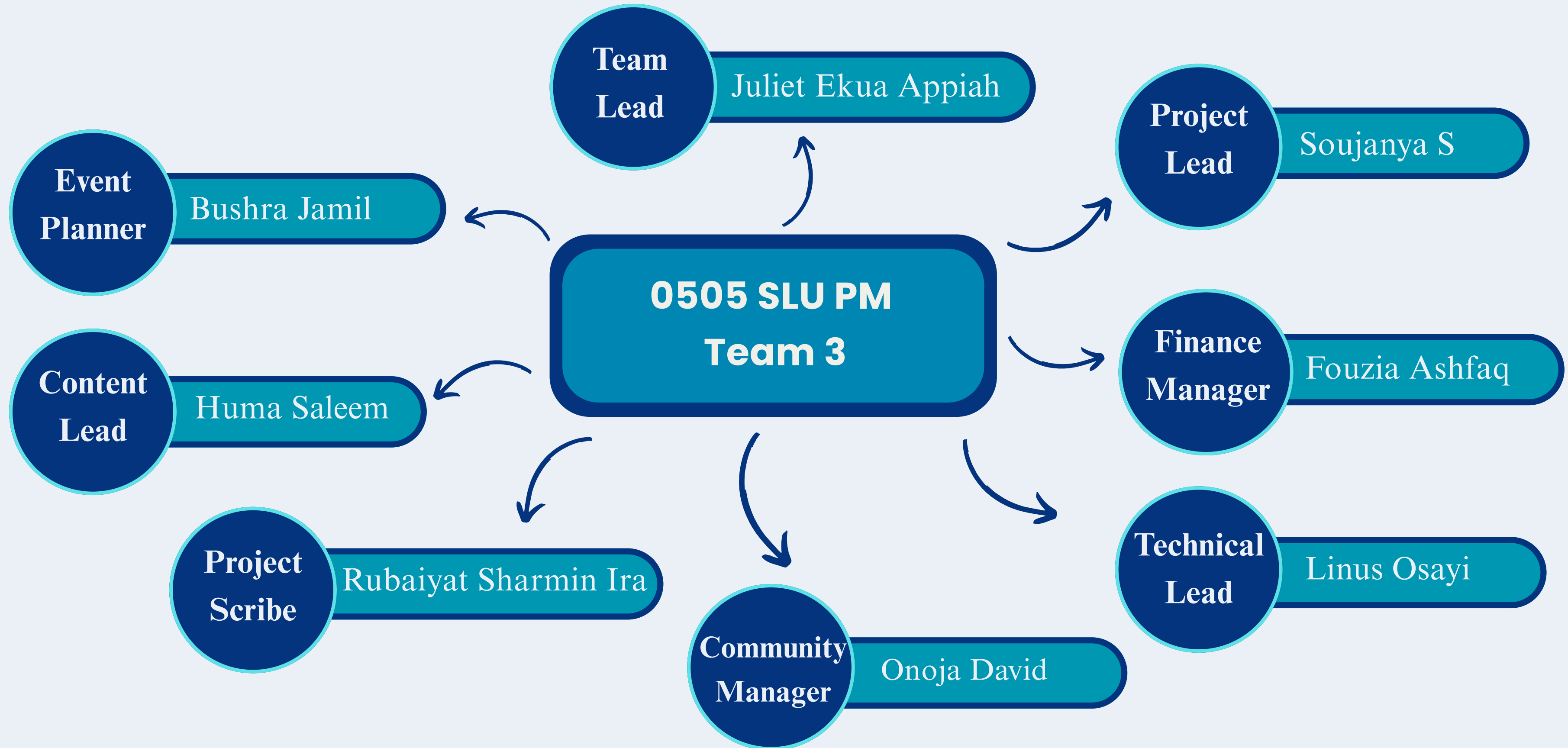- Ready to Launch- Final Thoughts & Call to Action

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Introduction – Purpose & Partnership

- Internship in collaboration with **Saint Louis University**

- 6-month strategic project: Global Virtual Event

- Primary goal: Showcase the power of **experiential learning**

- Budget: **$30,000**

- Deliverable: End-to-end project proposal & execution

Meet the Team – Roles & Responsibilities

- Team Lead: Juliet Ekua Appiah
- Event Planner: Bushra Jamil
- Content Lead: Huma Saleem
- Project Scribe: Rubaiyat Sharmin Ira
- Community Manager: Onoja David
- Project Lead: Soujanya S
- Finance Manager: Fouzia Ashfaq
- Technical Lead: Linus Osayi

0505 SLU PM Team 3

Project Scope & Objectives

Scope:
▶ 3-day virtual summit (Nov 1–3, 2025)

Target:
▶ 500+ participants from 10+ countries

Key Goals

1. Promote experiential learning strategies
2. Achieve Broad, Inclusive Global Participation
3. Position Excelerate as a Global Driver of Educational Innovation
4. Gather Actionable Insights
5. Champion Young Researchers

Project Timeline &Phases

Event Duration: November 1- November 3, 2025

May	**June–July**	**August**	**November 1–3**	**November 20**
Planning & Foundation	Content & Outreach	Marketing & Technical Prep	Execution & Engagement	Post-Event Reporting
1	**2**	**3**	**4**	**5**

Gantt Chart Overview

Tool Used: Asana Timeline & Gantt View

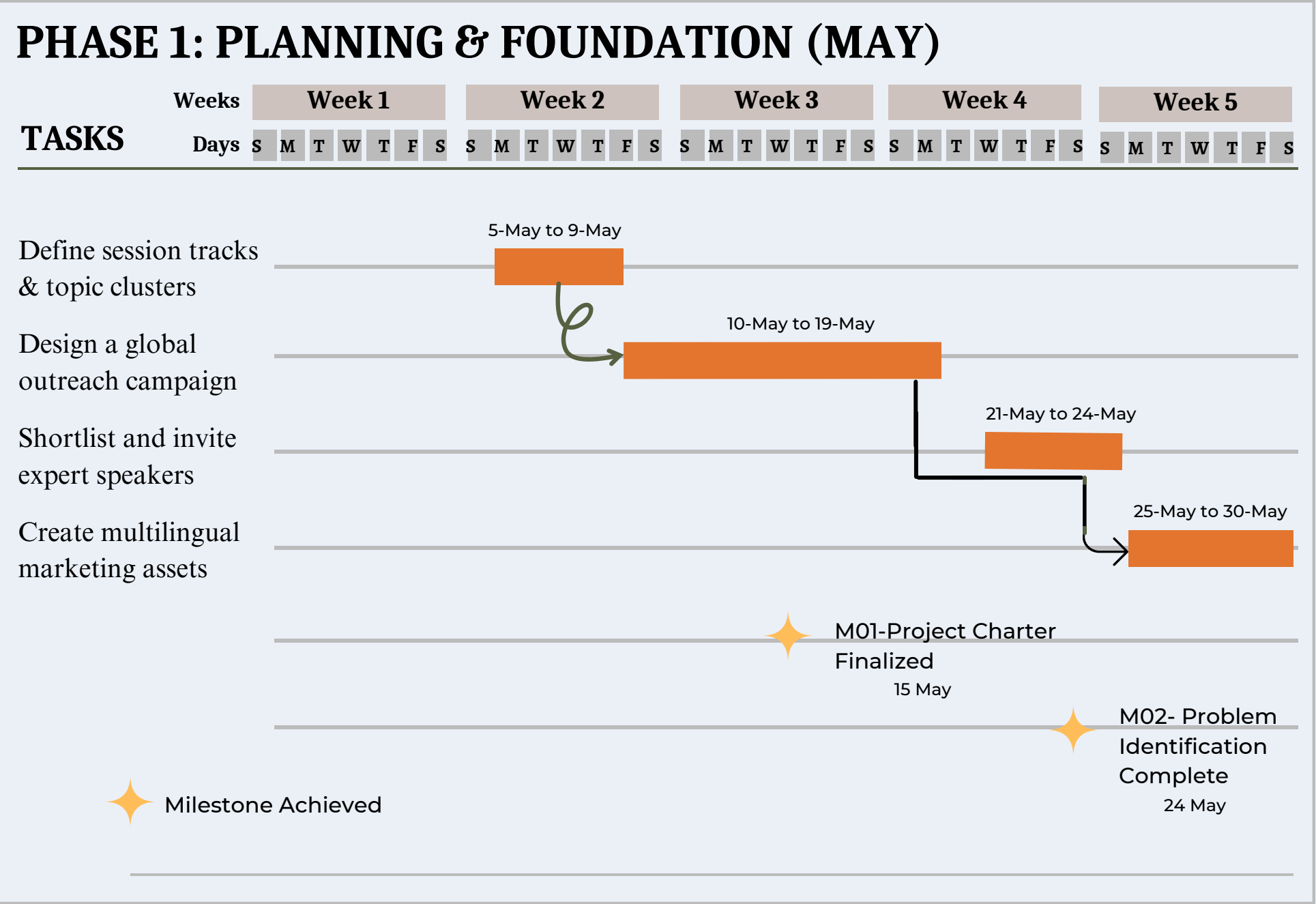**Resources:** Our Team and Tools in Sync

Key Dependencies

- Speaker confirmation
- Website wireframe
- Marketing assets
- Dry runs

Milestone Highlights

- Project Charter Finalized→May 15, 2025
- Speaker Lineup Confirmed→July 10, 2025
- Tech Rehearsals Completed→September 30, 2025
- Global Summit Live→November 1, 2025

Snippet of Gantt chart:

PHASE 1: PLANNING & FOUNDATION (MAY)

Weeks / TASKS	Week 1	Week 2	Week 3	Week 4	Week 5
Days	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S

Define session tracks & topic clusters — 5-May to 9-May

Design a global outreach campaign — 10-May to 19-May

Shortlist and invite expert speakers — 21-May to 24-May

Create multilingual marketing assets — 25-May to 30-May

M01-Project Charter Finalized — 15 May

M02- Problem Identification Complete — 24 May

✦ Milestone Achieved

Risk Management

Tools: Asana Risk Log, Bi-weekly review, Slack alerts

Major Risks and Mitigation Strategies

- **R1-Platform Failure**

  🛡 Backup tools, stress test

- **R3-Budget Overrun**

  🛡 10% buffer, finance tracking system in place

Minor Risks (Examples) and Mitigation Strategies

- **R4 (Website glitches)**

  🛡 Google Forms fallback
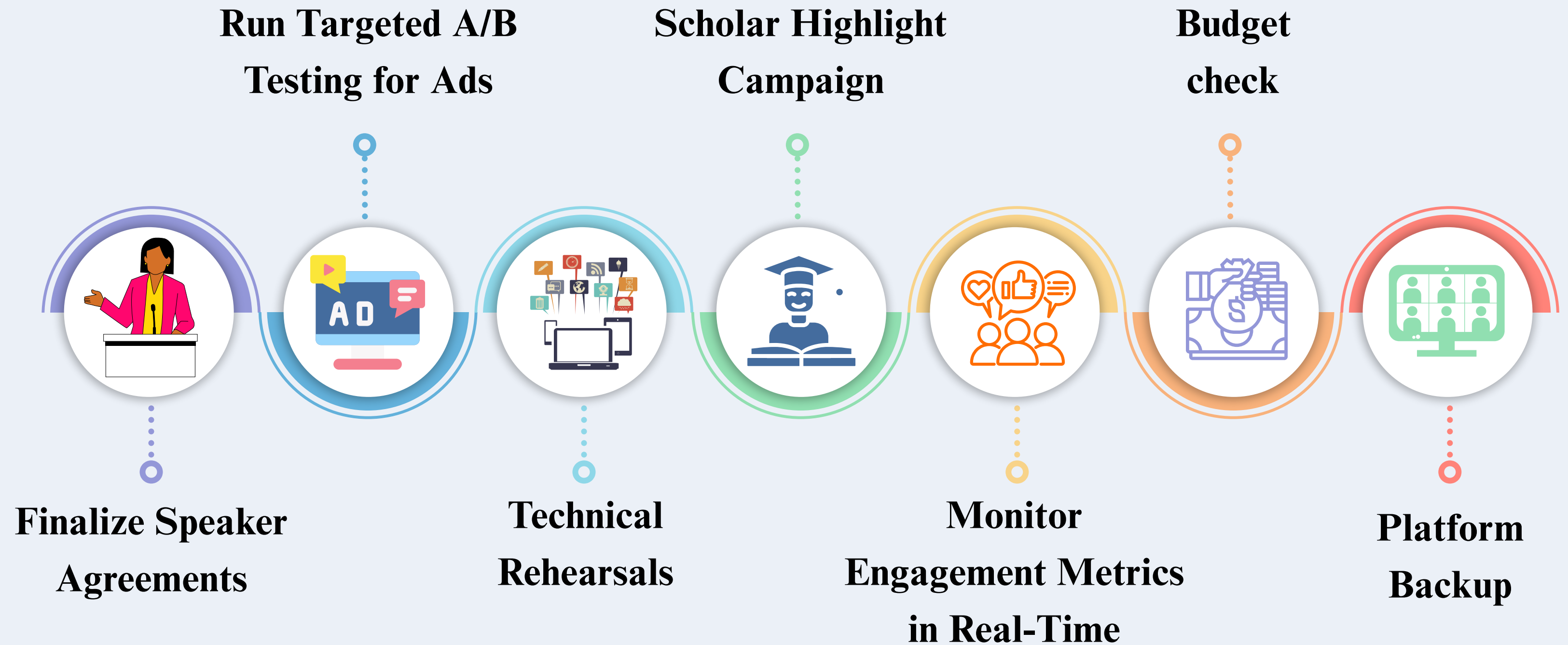
- **R6 (Team unavailability)**

  🛡 Shared documentation

Severity table or Risk Matrix

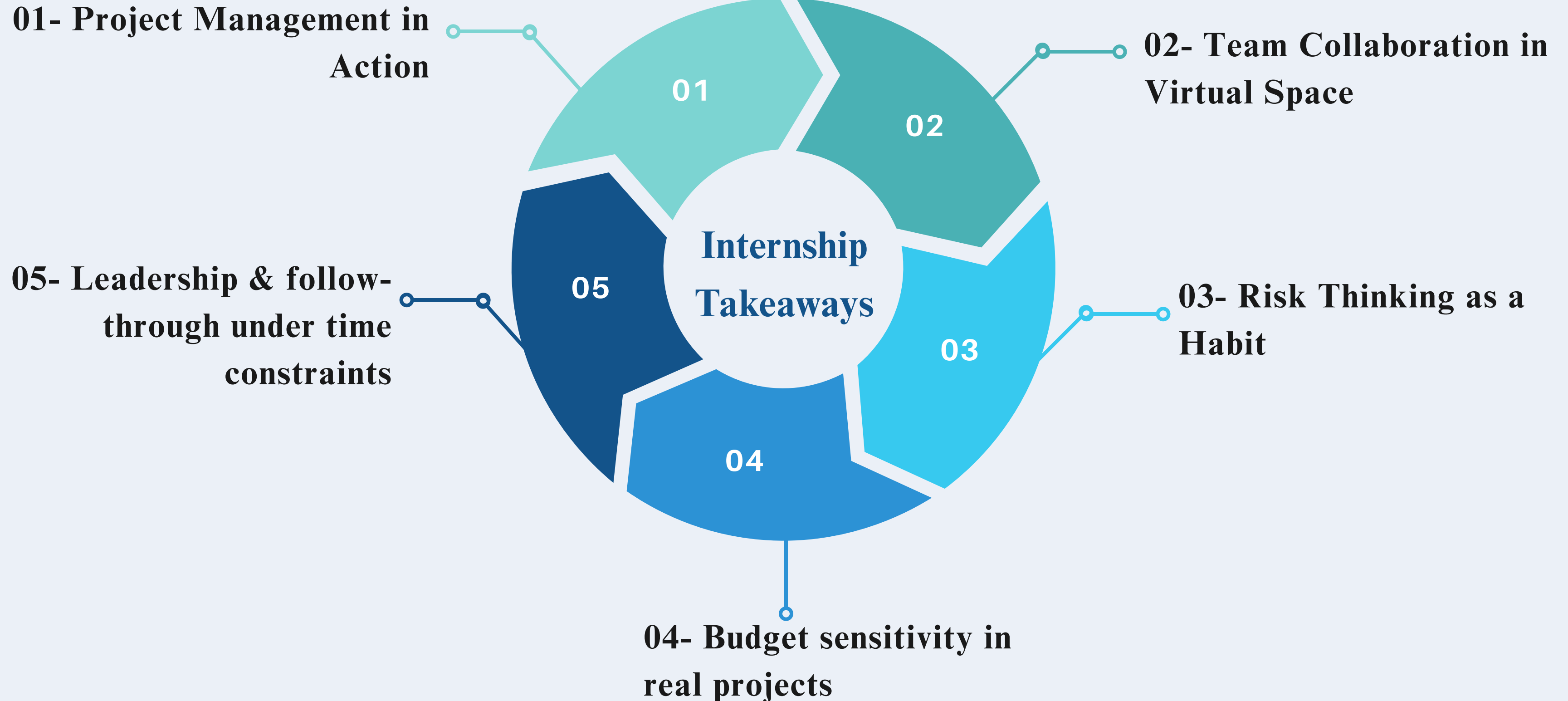| Impact ↓	Likelihood ↓			
	1 - Rare	**2 - Unlikely**	**3 - Likely**	**4 - Almost Certain**
1- Minor			R9	
2- Moderate		R6, R7	R8, R10,R11	
3- Major		R2, R4, R5	R1, R3	
4- Critical				

What it means

	Low– Manage with standard processes
	Medium – Requires monitoring and response planning
	High – Needs proactive management and mitigation
	Critical – Immediate action required; may threaten project success

Recommendations for a Successful Launch

Run Targeted A/B
Testing for Ads

Scholar Highlight
Campaign

Budget
check

Finalize Speaker
Agreements

Technical
Rehearsals

Monitor
Engagement Metrics
in Real-Time

Platform
Backup

Key Lessons from the Journey

01- Project Management in Action

02- Team Collaboration in Virtual Space

05- Leadership & follow-through under time constraints

03- Risk Thinking as a Habit

04- Budget sensitivity in real projects

01

02

05

Internship Takeaways

03

04

Challenges We Tackled

01 **Hard to schedule for global audiences**
Solution: Flexible Timing and providing recordings

02 **Risk of technical issues and lack**
Solution: Having a tech team, doing practice runs

03 **Diverse learning styles and tech access**
Solution: Adaptive Content and using interactive tools

04 **Limited funds and recognition**
Solution: Strategic Incentives, highlighting global reach

Achievements That Moved Us Forward

🏅 Delivered assigned tasks on time and with accuracy

🏅 Improved team coordination by helping organize project documentation

🏅 Helped optimize communication between marketing and content teams

🏅 Learned to align goals, deadlines, and dependencies effectively

Ready to Launch- Final Thoughts & Call to Action

Our Strategic Advantage

» A clearly mapped 6-month project timeline

» Cross-functional team collaboration

» Proactive risk planning and data-backed decision-making

» Aligned goals with the mission and values of Excelerate

NEXT EXIT:
SUCCESS

Next Step:
CEO feedback & milestone approval to move into
the implementation phase by July 1st.

Thank you for listening! Reach out for any questions.

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REFERENCES USED