PROJECT CHARTER

1.0 PROJECT IDENTIFICATION	
Name	SLU Group-5
Sponsor	GlobalShala Education Pvt. Ltd.
Project Manager	Sowmya Mutya, Lakshmi Anusha
Project Team Members	Anyass Ibrahim (anyassibrahim690@gmail.com) Sai Goutham Chedhella (saigoutham.chedhella@slu.edu) Emmanuel Eze(eze4okechukwu@gmail.com) Sowmya Mutya(sowmya.mutya@slu.edu) Lakshmi Anusha (rstst.91@gmail.com) Mohammad Abdul Gafoor (gafoor.mngr@gmail.com) Renee Ashby (ashby2425@yahoo.com) Jair Greene (jairgreene1@gmail.com) Isaac Kwame Duah (duahisaackwame@gmail.com)
Date	15-07-2023

2.0 BUSINESS CASE
Increased Brand Visibility and Recognition: Hosting a global event that focuses on the importance of experiential learning will position Excelerate as a thought leader and advocate in the education sector. This heightened visibility can lead to increased brand recognition and a positive reputation within the industry. *Market Leadership and Differentiation: By showcasing the platform's capabilities and potential for experiential learning, Excelerate can establish itself as a market leader in the ed-tech space. The event will demonstrate the platform's unique features and differentiate it from competitors.* *Expanded User Base and Customer Engagement: The global event will attract students, educators, and educational institutions from around the world. Engaging with this diverse audience can lead to an expanded user base for Excelerate. Additionally, the event's interactive nature will foster stronger customer engagement and loyalty.* *Funds should be allocated to this project because it aligns with Excelerate's long-term business objectives and can yield a significant return on investment. The benefits listed above not only contribute to the company's growth but also demonstrate its dedication to improving education and fostering a positive impact on society. The event's global reach and engagement potential make it a strategic investment in the company's future success and market positioning. By investing in this project, Excelerate can solidify its position as a key player in the edtech industry and reinforce its commitment to innovation and excellence in education.*

3.0 EXECUTIVE SUMMARY
Project Title: Global Experiential Learning Event Objective: Excelerate aims to host a three-day virtual event that highlights the significance and potential of experiential learning across all age groups. The event's primary focus is to create a conversation around the importance of practical, hands-on learning experiences for students and educators worldwide. Target Audience: The main target audience includes students, educators, and educational institutions from around the globe.

Budget: The allocated budget for the project is $30,000 USD.

Key Components:
1. Content Curation: The project team will collaborate with renowned educators and experts to curate engaging panel discussions, presentations, and activities that showcase the benefits of experiential learning.

2. Virtual Event Platform: A reliable virtual event platform will be selected to ensure seamless streaming, interactivity, and global accessibility for attendees.

3. Marketing Strategy: The team will develop a comprehensive marketing plan to promote the event and attract a diverse and widespread audience. Social media campaigns, email newsletters, and collaborations with educational institutions will be employed.

4. Technical Setup: The technical lead will be responsible for setting up and testing the virtual event platform to ensure a glitch-free experience during the event.

5. Design and Branding: Engaging branding elements, logos, banners, and promotional materials will be created to establish a strong visual identity for the event.

Overall, this project aligns with Excelerate's long-term business objectives, fostering growth, innovation, and a meaningful impact on education worldwide. By investing in this initiative, Excelerate can solidify its position as a key player in the edtech industry and reinforce its commitment to excellence in education.

4.0 PROJECT SCOPE

(Refer to In scope vs. out of scope)

1. **In-Scope**
- *Deliverables for the Global Experiential Learning Event:*
- *1. Virtual event platform with interactive features and live streaming capabilities.*
- *2. Curated high-quality content, including panel discussions and presentations.*
- *3. Comprehensive marketing strategy for global audience reach.*
- *4. Engaging visual branding elements and virtual exhibition space.*
- *5. Post-event engagement, feedback gathering, and a detailed event report.*

2. **Out of Scope**
- *Project Scope:*
- *1. Host a three-day virtual event showcasing the potential of experiential learning.*
- *2. The target audience includes students and educators worldwide.*
- *3. Engage with renowned experts for panel discussions and presentations.*
- *4. Implement a user-friendly virtual event platform with networking opportunities.*
- *5. Develop a comprehensive marketing plan and post-event evaluation.*

5.0 MILESTONE DATES

Milestone	Details	Due Date
Event scope and objectives finalized.	*Virtual event platform selected and contracts signed.*	*(Deadline by which milestone should be achieved)*
Content strategy and topics finalized.	Presentations and panel discussions prepared and approved.	
Virtual event platform set up and tested.	Technical rehearsals were conducted with all participants.	

Marketing plan and promotional materials developed.	Event promotion is initiated through social media and collaborations.	
Visual branding elements and logos were created and approved.	Promotional banners and materials designed.	
User-friendly registration system implemented.	Support channels and resources prepared for attendees.	
Budget planning and allocation completed.	Expenditures tracked and financial compliance ensured.	

6.0 PROJECT RISKS		
Severity	**Likelihood**	**Description**
Low	*Low*	*1. Familiar Technology:* *The project involves using well-established and widely adopted virtual event platforms and communication tools, minimizing the risk of technical issues and compatibility problems.* *Mitigation:* *Thorough testing, contingency plans, technical support, rehearsals, engaging IT expertise, and real-time monitoring are the mitigations for familiar technology in the global experiential learning event.*
Low	Low:	**2. Experienced Team:** The project team consists of seasoned professionals with a proven track record in organizing successful virtual events, reducing the likelihood of execution challenges. **Mitigations:** Continual communication and regular team meetings to ensure alignment and address any potential challenges proactively.
Medium	*Medium*	*Secure Funding:* The allocated budget of $30,000 USD is adequate for the planned event scope, ensuring financial stability throughout the project's execution. **Mitigation:** Implementing careful budget tracking and financial oversight throughout the project to ensure adherence to the allocated budget and prevent overspending.
Medium	*Medium*	*Speaker Availability:* Securing renowned speakers and panelists for the event may pose moderate challenges due to their busy schedules, requiring proactive communication and flexible planning. **Mitigation:** Early and proactive outreach to potential speakers, having a backup list of alternative speakers, and flexibility in scheduling to accommodate diverse availability.
High	*High*	**COVID-19 Restrictions:** Ongoing or unpredictable pandemic-related restrictions may hinder the smooth execution of the virtual event, necessitating adaptive planning to accommodate changing circumstances.

		Mitigation:
		Developing contingency plans for switching to a hybrid event or rescheduling, clear communication to attendees about any changes, and ensuring compliance with local health guidelines for virtual or in-person components.

7.0 Critical Success Criteria
Our team will deliver a successful global experiential learning event that showcases Excelerate's commitment to educational innovation and fosters meaningful conversations around the importance of experiential learning for learners of all ages.

8.0 Signoff
Project Sponsor: *GlobalShala* Date: 15-07-2023