Marketing Team: Dellah Salem, Mikai Voss, Rishabh Rajesh, Adam Arbini, Kalyan Kumar Gudigandla

PROJECT CHARTER:

Project Title: UMSL Women's Hackathon

Project Manager: Damon Walker, Assistant Teaching Professor

Objectives & Goals:

1. Organize and execute a successful women's hackathon event
2. Collaborate with the logistics and operations team to ensure a seamless event throughout planning and delivery
3. Attract at least 100 participants, 5 sponsors, and 5-10 mentors for the event
4. Deliver a high-quality event experience within our limited budget

Scope Definition:

- **Included -**
  - Event concept development and theme creation
  - Marketing and promotional campaign(s) to attract participants, sponsors, and mentors
  - Development of event materials (shirts, memorabilia, social media content, email campaigns, posters)
  - Post-event follow-up, including surveys and feedback collection
- **Excluded -**
  - Direct management of venue logistics (handled by logistics team)
  - Financial transactions

Stakeholder Identification:

1. **Event Stakeholder(s):**
2. **Marketing Team:** Responsible for promotional activities and branding
3. **Logistics and Operations Team:** Handles venue, catering, and technical arrangements
4. **Participants:** Women in tech attending the hackathon
5. **Sponsors:** Companies providing financial or in-kind support
6. **Mentors/Judges:** Industry experts guiding participants and evaluating projects

Budget and Resources:

- **Marketing Team Budget:** $1,000

- **Resources:**
  - Marketing team members
  - Free or low-cost design tools
  - Social media and email marketing platforms
  - Collaboration tools

Risks and Assumptions:

- **Risks:**
  - Low participant turnout due to limited marketing budget or failure to properly reach targeted audiences
  - Delays in securing sponsorships
  - Technical issues during the event
- **Assumptions:**
  - The logistics team will handle venue and technical arrangements on time
  - Sponsors will provide funding or in-kind support as agreed
  - Participants will register through the provided online platform

Signatures:

- Project Sponsor:
- Project Manager:
- Marketing Team Lead:
- Logistics Team Lead:
- Operations Team Lead:

PROJECT PLAN:

Project Scope:

Our women's hackathon event will include:

- Marketing campaigns to attract participants, sponsors, and mentors
- A well-organized event with a clear schedule, engaging activities, and high-quality resources
- Post-event follow-up, including feedback collection and reporting

Work Breakdown Structure (WBS):

1. **Planning Phase:**
   a. Define event goals and theme
   b. Identify key stakeholders and sponsors
   c. Develop a project timeline
2. **Marketing Phase:**
   a. Create promotional materials
   b. Develop designs for related merchandise
   c. Execute marketing campaigns
3. **Logistics Phase:**
   a. Coordinate with the logistics team for venue and technical setup
   b. Arrange mentor participation
4. **Execution Phase:**
   a. Host the hackathon event
   b. Monitor event activities and address any issues that may arise
5. **Post-Event Phase:**
   a. Collect feedback from participants and stakeholders
   b. Prepare a post-event report

Schedule:

- **February 27th – March 4th:** Planning and stakeholder identification
- **March 5th – April 6th:** Marketing campaigns and sponsor acquisitions
- **April 7 - 11th:** Logistics arrangements and final preparations
- **April 12th:** Event execution
- **April 13th – 17th:** Post-event follow-up and reporting

Resource Allocation:

- **Marketing Team:**
  - 2 members responsible for sponsor outreach
  - 3 members responsible for social media and email campaigns
  - All 5 members involved in the content creation and designing of marketing elements

Budget (Rough estimates):

- Promotional materials: $200 (Flyers, posters, etc.)
- Event merchandise: $500
- Social media ads: $0 (Posted from official accounts)
- Feedback statistics: $0 (Google forms)
- Email marketing: $0
- Contingency: $150
- Miscellaneous: $150

Risk management plan:

- **Risk:** Low participant turnout
  - **Mitigation:** Leverage free social media platforms and partnerships with tech communities
- **Risk:** Sponsor withdrawal
  - **Mitigation:** Focus on in-kind sponsorships
- **Risk:** Technical issues
  - **Mitigation:** Conduct a technical rehearsal before the event

Communication plan:

- Weekly team meetings to track progress (at least)
- Bi-weekly updates to stakeholders
- Clear, direct lines of communication during event execution phase
- Post-event report shared with all stakeholders

Quality management plan:

- Ensure all marketing materials align with UMSL's branding guidelines
- Conduct a dry run of the event schedule to identify any gaps
- Use participant feedback to improve future events, or collect feedback as the plan goes along to address needed changes

Monitoring and reporting:

- Track registration numbers and sponsor commitments weekly
- Use project management tools to monitor task completion
- Prepare a final report summarizing event outcomes, challenges, and lessons learned