

PROJECT CHARTER

Excelerate Global Virtual Summit

Excelerate Global Experiential Learning Virtual Summit: Project Charter

Project Overview:

The **Excelerate Global Virtual Summit** is a strategic initiative designed to highlight the significance and impact of experiential learning in modern education. Spearheaded by Excelerate's CEO, this 3-day virtual event aims to unite educators, students, and thought leaders from around the world for dynamic discussions, presentations, and interactive sessions centered on experiential learning.

The summit will function as a global stage to showcase the Excelerate platform's value proposition, spark dialogue on the future of education, and reinforce the brand's commitment to innovation in teaching and learning. The event will be entirely virtual, targeting a diverse, international audience, with execution planned within a 6-month timeline and a budget of USD 30,000.

Project Objectives:

s/n	Objective
1	Raise global awareness of the benefits and applications of experiential learning across age groups.
2	Design and host a 3-day virtual summit with engaging and impactful sessions, featuring at least 10 high-quality panels, workshops, or keynotes.
3	Engage a global audience of at least 5,000 educators and students through targeted outreach and inclusive programming.
4	Position Excelerate as a thought leader in educational innovation and experiential learning.
5	Achieve a participant satisfaction rate of 85% or higher through engaging content and seamless event execution.
6	Deliver the entire project within 6 months and stay within the allocated \$30,000 budget.

Project Scope:

The project scope includes the planning, coordination, promotion, and execution of a 3-day virtual global summit hosted by Excelerate to promote experiential learning. This project will encompass the complete event lifecycle, from conceptualization to post-event reporting, executed within a 6-month timeline and a \$30,000 budget.

It will encompass key areas such as:

- Content development (event theme, agenda, speaker sourcing)
- Marketing and outreach (email campaigns, social media, registration)
- Technical setup (virtual platform configuration, livestreams, rehearsals)
- Event execution (live hosting, moderation, timekeeping)
- Post-event reporting (feedback collection, engagement analysis, documentation)

What is included:

- Designing the event agenda and structure
- Coordinating and confirming speakers and panelists
- Selecting and managing the virtual event platform
- Executing targeted marketing and communication strategies
- Managing registration and attendee engagement
- Hosting all sessions with proper moderation and tech support
- Collecting and analyzing post-event feedback and data

What is excluded:

- Any in-person or hybrid components
- Distribution of physical materials or event kits
- Paid certifications or academic credits
- Long-term educational programs following the event
- Recruitment or hiring of full-time staff outside the project scope

Deliverables:

The project will deliver the following key deliverables:

S/N	Deliverable	Outcome
1	Team Charter	A structured document that defines the team's mission, vision, core values, working norms, roles, communication strategy, expectations, and accountability measures.
2	Project Charter	An official project initiation document outlining project justification, objectives, scope, stakeholders, risks, budget overview, and expected benefits.
3	Project Schedule	A comprehensive timeline in the form of a Gantt chart or work plan detailing tasks, milestones, deadlines, and dependencies.
4	Risk Register	A documented list of potential project risks, including descriptions, probability, impact, mitigation strategies, and responsible owners.

Stakeholders:

The project stakeholders include:

Stakeholder	Name
Sponsor	Excelerate
Project Managers	Goodness Ndulue Varuna Nimmala
Project Lead	Syed Hur Abbas Naqvi
Project Scribe	Siqoqile Mseka
Team Lead	Sambhrant Negi

Roles and Responsibilities:

s/n	Role	Responsibility
1	Project managers	Project Manager, provides guidance and draws insights from other team members, ensuring that the project execution remains on track.
2	Project Lead	Responsible for holding the group accountable for meeting deadlines and ensuring that the project deliverables are being met.
3	Project Scribe	Responsible for taking meeting minutes and distributing notes/assignments. Can assist the Team Lead in drafting emails and communication between the sponsor and the group.
4	Team Lead	Represents the team to sponsor, via email and on calls, to minimize communication errors.
5	Sponsor	Initiates and champions the project, providing strategic direction, approving the project charter and budget, and ensuring alignment with the company's global mission. The sponsor also supports the project team by removing high-level obstacles and maintaining executive oversight throughout the project lifecycle.

Constraints:

The project will operate within the following constraints:

sn	Constraint	Impact
1	Fixed Budget of \$30,000	Limits the number of speakers, marketing reach, and platform capabilities
2	6-Month Timeline	Requires efficient planning and quick execution across all phases
3	Fully Virtual Format	Limits face-to-face engagement, requires stable tech and digital tools
4	Global Audience (Different Time Zones)	Challenges in scheduling sessions and live engagement
5	Limited Internal Resources	May require reliance on interns or volunteer teams

Assumptions:

The project is based on the following assumptions:

sn	Assumption
1	All key stakeholders will be available for approvals and input when needed.
2	Speakers and panelists will confirm participation within the proposed timeline.
3	A reliable virtual event platform can be secured and supported within the budget.
4	Internet connectivity will be stable for all team members and presenters during live sessions.
5	Marketing strategies will generate enough awareness to achieve the target attendance of 5,000 participants.
6	Team members will fulfill their assigned roles and meet deadlines.
7	The project will not be disrupted by unforeseen global events (e.g., pandemics, major conflicts).

Risks:

The project involves the following identified risks:

s/n	Risk	Impact	Mitigation
1	Speaker cancellations or late confirmations	Gaps in the event agenda, potential loss of credibility	Secure backup speakers, confirm early, maintain clear communication
2	Technical issues on event days	Session disruptions, poor user experience	Run rehearsals, have a live support team and contingency tech tools
3	Low registration or attendance	Reduced impact and reach of the event	Launch early marketing, leverage partnerships, use targeted promotions
4	Budget overruns	Incomplete or scaled-down event delivery	Track expenses closely, prioritize critical items, get cost estimates early
5	Team members missing deadlines	Project delays and rushed execution	Use a project management tool, set check-ins, assign accountability leads
6	Time zone coordination issues	Speakers or attendees missing sessions	Offer replays, diversify live session times, use clear scheduling tools
7	Platform failure or lack of features	Inability to deliver sessions as planned	Vet platforms thoroughly, include a tech dry-run, consider backups
8	Time overruns in sessions	Inability to end meeting as scheduled	Assign timekeepers and rehearse transitions

Project Manager:

Goodness Ndulue & Varuna Nimmala has been appointed as the project manager and is responsible for overall project coordination, leadership, and decision-making. The project manager will ensure effective communication, stakeholder engagement, and successful project execution.

Approvals:

This project charter requires the following approvals:

Project Manager: _____ Goodness Ndulue ____07-12-2025_____
(Name, signature & Date)

Project Manager: _____
(Name, signature & Date)

Project Sponsor: _____
(Name, Signature & Date)

Once approved, this project charter will serve as the guiding document for the **Excelerate Global Virtual Summit** project, providing a clear direction and alignment to all project stakeholders.

Excelerate
July 12, 2025