

## Develop Project Charter Example: Potential Solution

Charter Item	Comments
Project Name	ABC Annual New Investor Dinner Project
Project Goal	Conduct a dinner for 40 potential investors. Goal is to win their business for the firm.
Project Value Proposition and Benefits	<ul style="list-style-type: none"> <li>Share ABC investment portfolio with potential customers in a comfortable dinner setting.</li> <li>Increase overall customer base. Each potential customer brings additional \$12,000 in revenue for each new client.</li> </ul> Remain competitive with other like firms.
Problem or Opportunity Statement	The competition for new investment customers is fierce. This dinner allows ABC to meet with prospective investors before they solicit services of a competitor.
Project Schedule	Planning Start: Mar 20XX Event Date: 30 Jun 20XX
Project Manager	Sidney Morris
Approval Authority/Sponsor	Martha Wilson
Assumptions or Constraints	Assumptions: <ul style="list-style-type: none"> <li>All invitees will attend.</li> <li>Approximately 70% of attendees will use ABC for services.</li> <li>Restaurant can accommodate needs.</li> <li>IT and AV support are internally available.</li> </ul> Constraints <ul style="list-style-type: none"> <li>Budget \$14,000.</li> <li>Abide by legal and regulatory guidelines.</li> <li>June 30<sup>th</sup> date is fixed.</li> </ul> Restaurant must support attendee numbers and parking requirements
Proposed Solution(s)	1. Plan the Event 2. Execute the Event Perform Follow Up Actions
Project Priorities	1. Schedule: Cannot deviate from 30 Jun 20XX date 2. Budget: \$14,000 is goal Scope: Semi-flexible. Want to create the best environment for customers possible
Return on Investment (ROI)	Cost: \$14,000

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	Revenue: $22 \times \$12,000 = \$264,000$  Soft Benefits: Goodwill. Word of mouth advertising. Grow client base
Risks (Potential)	<ul style="list-style-type: none"> <li>Attendees do not show-reduced revenue opportunities.</li> <li>Restaurant issues—customers not happy with food or environment</li> <li>Parking shortages-customers arrive late and are frustrated</li> <li>Cost overruns-reduced ROI</li> </ul> AV or IT issues-reduced presentation effectiveness
Resources Required	<ul style="list-style-type: none"> <li>Core Project team members</li> <li>IT and AV support</li> <li>Event speakers</li> <li>Finance manager</li> <li>Vendor manager</li> </ul> Contracting