

1. Project Charter: Excelerate's Virtual Event

Project Title: Excelerate's Virtual Event Execution and Management

Project Manager: Sadiya Siddika Afrin, Shadrack Nyarango

Project Team Members:

- Hellena Mwerenga
- Shadrack Nyarango
- Elijah Asante
- Bisma Siddiqui
- Sadiya Siddika Afrin
- Odendaal Mudondo
- Zohaib Wasim

Project Purpose and Justification:

The aim of this project is to effectively plan, advertise, and carry out Excelerate's virtual event that provides meaningful content, captivates the audience, and achieves the desired objectives. This initiative seeks to utilize collaboration, knowledge, and strategic organization to develop an enjoyable and cohesive event experience.

Project Objectives:

- Arrange and coordinate an online event featuring well-structured sessions and captivating content.
- Guarantee smooth implementation through effective session oversight.
- Successfully advertise the event to connect with the desired audience.
- Provide an interactive experience that offers benefits to attendees.
- Collect feedback after the event for enhancements in the future

2. Business Case: Excelerate Global Experiential Learning Event

● **Business Benefits & Stakeholder Impact**

Executing this project will provide multiple benefits:

Brand Visibility & Market Expansion: Strengthens Excelerate's reputation as a global thought leader in experiential learning.

Increased User Engagement: Attracts students, educators, and institutions, leading to greater

platform adoption.

Revenue Growth & Partnerships: Opens opportunities for sponsorships, collaborations, and strategic partnerships with educational institutions and technology providers.

Social Impact: Contributes to the global education ecosystem by promoting practical, hands-on learning experiences.

Stakeholder Value: Beneficiaries include students, educators, institutional partners, investors, and Excelerate's internal teams, all of whom gain from the increased reach and credibility of the platform.

- **Justification for Funding Allocation**

Investing in this project is strategic and necessary for the following reasons:

Global Reach with Minimal Costs: A virtual event reduces operational expenses while maximizing audience participation.

Long-Term Growth: Strengthens relationships with schools, universities, and corporate learning programs, creating sustainable partnerships.

Competitive Advantage: Establishes Excelerate as a pioneer in experiential learning at a time when interactive and applied learning methods are gaining prominence.

Scalability: The event can be replicated annually with improved content, further driving platform adoption and growth.

3. Executive Summary

Project Title: Excelerate Global Experiential Learning Event

Excelerate aims to expand its global influence by hosting a three-day virtual event that showcases the capabilities and potential of experiential learning. The event will serve as a platform to spark discussions on the importance and relevance of hands-on learning across all age groups, engaging students and educators worldwide.

The event will feature panel discussions, expert presentations, and interactive activities designed to provide participants with a deep understanding of experiential learning and its impact. By bringing together industry leaders, educators, and learners, Excelerate will position itself as a thought leader in the field and drive engagement, partnerships, and platform adoption.

This initiative aligns with Excelerate's mission to revolutionize education by making learning more interactive and effective. A well-structured project team will be formed to ensure seamless execution, with a detailed project plan covering content development, marketing, technical logistics, and stakeholder engagement.

Funding this event is a strategic investment that will:

Increase brand visibility and user engagement.

Strengthen industry partnerships and sponsorship opportunities.
Drive adoption of experiential learning methodologies.
Enhance Excelerate's competitive edge in the education sector.

4. Project Scope:

In scope:

- Creating the event schedule
- Coordination between the speaker and host
- Advertising and publicity
- Technical configuration and platform administration
- Moderation of sessions and management of time
- Activities for engaging the audience
- Data gathering and analysis after the event

Out of Scope:

- Coordination of in-person events
- Logistics concerning physical locations
- Printed items and tangible promotional items

5. Key Stakeholders

- Project Sponsor
- Project Manager
- Event Planning Team
- Marketing Team
- Technical Support Team
- Event Speakers/Panelists
- Audience/Attendees

6. Team Roles and Responsibilities:

Event Strategist (Experiential Learning Expert)

- Designs the event concept and agenda
- Defines event objectives and target audience
- Ensures alignment with overall organizational goals

Marketing & Promotions Manager

- Develops and executes marketing campaigns
- Manages social media promotions and email outreach
- Coordinates with designers for event visuals

Event Coordinator

- Manages registrations and attendee queries
- Coordinates with different teams for smooth execution
- Oversees event logistics and session schedules

Technical Support Specialist

- Sets up and manages the virtual event platform
- Provides real-time technical assistance during the event
- Troubleshoots any connectivity or software issues

Session Moderator

- Ensures sessions start and end on time
- Introduces speakers and manages Q&A sessions
- Engages with the audience for interactive discussions

Event Host/MC

- Provides a welcoming and engaging experience for attendees
- Keeps energy levels high throughout the event
- Ensures smooth transitions between sessions

Data & Feedback Analyst:

- Collects attendee feedback through surveys
- Analyzes engagement metrics and participation rates

7. Success Criteria:

- Achieving a targeted number of registrations and attendees
- Positive feedback from attendees and stakeholders
- Minimal technical issues and smooth execution
- High engagement levels (e.g., active participation, Q&A involvement)
- Post-event insights for future improvements

8. Risks & Mitigation Plan:

Risk	Mitigation Strategy
Technical glitches	Perform a dry run and have a backup plan
Low attendance	Implement effective marketing strategies
Speaker no-show	Have backup speakers or contingency plans
Engagement drop-off	Include interactive activities and live polls

9. Timeline & Milestones:

Milestone	Date
Finalizing event agenda	10/3/2025
Marketing campaign launch	11/3/2025
Speaker confirmations	13/3/2025
Technical dry run	16/3/2025
Event day	20/3/2025
Post-event analysis	21/3/2025

10. Budget Estimate:

- Marketing & Promotions: \$100
- Event Hosting Platform: \$200
- Speaker Fees: \$300
- Technical Support & Miscellaneous: \$100

11. Approval & Sign-Off:

By signing below, the stakeholders acknowledge and approve the project charter.

Project Sponsor: _Excelerate

Project Manager(s): _Sadiya Siddika Afrin, Shadrack Nyarango

Date: ____10/3/2025