**PROJECT CHARTER**

Company XYZ Project Charter

**Project Name:**

“Building a Positive Company Culture” Webinar

**Project Description:**

A one-hour webinar featuring insights from three employee engagement experts

**Business Case:**

Supports our company-wide goals of:

* Increasing sales by 28% this quarter
* Establishing Company XYZ as a thought leader in the employee engagement space

**Project Deliverables:**

* Landing page for webinar signups
* One-hour webinar
* Webinar recording for continued lead generation
* Project Benefits:
* Boosted reputation
* Lead generation
* Resource we can continue to promote

**Project Risks:**

* Technical difficulties
* This is our first webinar, and the team lacks this expertise

**Project Budget:**

Not to exceed $3,000

**Project Milestones:**

* Milestone
* Date
* Landing page launched
* October 15, 2020
* Slides completed
* October 26, 2020
* Live webinar
* November 4, 2020

**Project Team Members:**

* Project Manager
* Thai V.
* Designer
* Greta K.
* Webinar Participant/Expert
* Jason B.
* Webinar Participant/Expert
* Safiya M.
* Webinar Participant/Expert
* Rachel C.
* Webinar Host
* Tom S.
* Social Media Coordinator
* Ander B.
* Email Marketing Coordinator
* Nancy R.