**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:

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

**Project Deliverables:**

1. Landing page for webinar signups
2. One-hour webinar
3. Webinar recording for continued lead generation

**Project Benefits:**

1. Boosted reputation
2. Lead generation
3. Resource we can continue to promote

**Project Risks:**

1. Technical difficulties
2. 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:**

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| Role | Name |
| 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. |