Kobe Bryant’s Memorial Service

Project Charter

Project Charter: Kobe Bryant’s Memorial Service

**1. Project Purpose**

Kobe Bryant was an African American basketball player who inspired millions all over the world. Throughout his entire career with Lakers in Los Angeles, the star became an icon admired by many for his love and persistence for basketball. His demise on January 26th, 2020, came as a shock to many who loved the player and the game. This project plans to coordinate a memorial for the player allowing fans, friends, and the local community to share moments in celebration of the life of Kobe Bryant. Currently, preparations have been made concerning different issues in the budget, as well as the sponsors and speaker lists.

**2. Objectives**

The objective of the project is to give the community, fans, and friends to celebrate the life of Kobe. It intends to provide these people with the opportunity to grieve together, considering that they share the same interests. This project charter provides an outline of the event, including the team members, the project framework, the scope and risks, and assumptions.

**3. Team**

The project has a steering committee and project plan team. The steering committee comprises of;

* One executive sponsor
* Department head in charge of extra-curricular activities
* Leader of operations
* Coordinator of the event
* Sports club student leader
* One local administration head such as one in charge of the closest police department

The project plan team six individuals who form the planning committee. This team has a chairperson, the secretary, and a treasurer who deals with the funds. One of the members has accounting knowledge to help in budget estimations and fund allocation. Each of the members has a specific post such as the leader of operations, who is also part of the steering committee.

**4. Project framework**

**4.1 Project timeline**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 |  | Task Name | Duration | Start | Finish | Resources Names |
|  |  | **Initiating project and planning** | 10 days | 15-Feb | 25-Feb | Initializing |
|  |  | Assessing and selecting potential sponsors | 0 day | 15-Feb | 15-Feb | Sponsors and guests |
|  |  | Determining the event objectives | 1 days | 15-Feb | 16-Feb |  |
|  |  | Deciding on who to invite | 0 day | 15-Feb | 15-Feb |  |
|  |  | Selecting a venue | 1 days | 16-Feb | 17-Feb | Venue, equipment and staff |
|  |  | Deciding on the event nature (public or private) | 0 day | 16-Feb | 16-Feb |  |
|  |  | **Project preparation** | 7 days | 17-Feb | 24-Feb | Finances |
|  |  | Determining Financial needs | 3 days | 17-Feb | 20-Feb | Finances |
|  |  | Budget preparation | 3 days | 17-Feb | 20-Feb |  |
|  |  | Determining Staffing needs | 2 days | 18-Feb | 20-Feb | Venue, equipment and staff |
|  |  | Security requirements | 0 day | 20-Feb | 20-Feb | Venue, equipment and staff |
|  |  | Hosts to welcome guests | 0 day | 21-Feb | 21-Feb | Venue, equipment and staff |
|  |  | In-house arrangement | 0 day | 21-Feb | 21-Feb |  |
|  |  | Creating awareness | 6 days | 21-Feb | 28-Feb |  |
|  |  | Opening WhatsApp group | 0 day | 21-Feb | 21-Feb |  |
|  |  | Printing fliers with the event details | 0 day | 21-Feb | 21-Feb |  |
|  |  | Printing banners | 0 day | 22-Feb | 22-Feb |  |
|  |  | Equipment planning | 1 day | 22-Feb | 23-Feb | Venue, equipment and staff |
|  |  | Verifying the needed equipment | 2 days | 22-Feb | 25-Feb | Venue, equipment and staff |
|  |  | Making arrangements for hiring | 1 day | 25-Feb | 26-Feb | Venue, equipment and staff |
|  |  | **Guests and Speakers** | 1 day | 25-Feb | 26-Feb | Sponsors and guests |
|  |  | Contacting potential speakers | 5days | 25-Feb | 2-Mar | Sponsors and guests |
|  |  | Family or friends | 5 days | 25-Feb | 2-Mar |  |
|  |  | One or two former teammates | 5 days | 25-Feb | 2-Mar |  |
|  |  | Several fans | 2days | 1-Mar | 4-Mar |  |
|  |  | Making arrangements for transportation of speakers | 0 day | 3-Mar | 3-Mar | Sponsors and guests |
|  |  | Sending invitations to guests of honor | 2 days | 3-Mar | 6-Mar | Sponsors and guests |
|  |  | Arranging for security of guests and speakers | 2 days | 3-Mar | 6-Mar | Sponsors and guests |
|  |  | **Finalizing Project Plan** | 2 days | 5-Mar | 8-Mar |  |

**4.2. Communication strategy**

All communications among the project planning committee will be done through created WhatsApp groups, text messages, and phone calls. The committee will also hold weekly meetings to discuss issues that can’t be addressed while away from each other such as budget planning. The same case applies to the steering committee. Communication with event sponsors and speakers can be done via phone calls or emails. As for the community, banners and fliers will be used to pass the message.

**5. Business Value**

The cost estimates of the event are $3000, considering that the event will be held in one of the university halls that may not be charged. Additionally, only soft drinks and snacks will be served at the function, which may not incur a lot of money. More money will be spent on equipment hire, staff payroll, and security details. Transportation for some speakers will also be offered. The event doesn’t intend to raise any money, but any contributions made will be used to fund the community’s baskets ball team.

**6. Project Scope and Risks**

The project targets students and members of the local community only. The activities included in the project are not intended to generate any revenues considering that this is not a business project. Additionally, it does not aim to exceed any technical or functional activities such as performances but is instead focused on holding a quiet but fulfilling event. One of the risks expected is the loss of money used in planning if the guests do not show up as expected. This can lead to losses considering that all the requirements will have been purchased or paid.

**7. Assumptions**

The project assumes that many people, primarily those who love sports, knew and adored Kobe Byrant and will be delighted to attend such an event. The invited speakers will be available for the event, and the school administration will provide support. The local administration is expected to provide additional security at no cost considering this is a community event.

**Communication to the Steering Committee**

**1.0. Proposed Approach**

Project planning will be supported via weekly meetings whereby updates regarding each session will be communicated to the steering committee. This includes the calendar plan, arranged meeting with the steering committee, and the contingency plan.

**2.0. Contingency Plan**

**2.1. Optional venue**

The planning team will assess and select a community hall where the event can be held in case the school halls are occupied for other activities related to the school. The team will also budget on the cost of hiring this hall, which will be classified under miscellaneous in the budget to ensure the money is available. This will be maintained until the last two days before the event when there will be a comprehensive assurance that the hall is available.

**2.2 Power source**

A backup power arrangement (generator) has been arranged in case electricity will not be available. This will ensure that the event continues as planned without disruptions.

**2.3 Staff shortage**

In the event of all staff not showing up, there will be additional students who are willing to assume the role as part of contributing to the function. Although the students are not trained for this role, they will be of assistance in the event and prevent disruptions during the event.

**2.4 Security availability**

One of the assumptions is that the school and local administration will provide security. However, the team is ready to hire these services from another provider in case the school or local administration does not provide. This is included in the budget and will therefore not incur additional costs.