

CLASSWORK

Project Task for Students

Scenario:

Your company has been contracted to organize a **Product Launch Event** for a new tech startup introducing a solar-powered gadget. The launch date is fixed for **15th December 2025**. You are to prepare a project plan in Microsoft Project that will ensure the event is successfully executed.

Requirements:

- Start Date: **23rd September 2025**
- Public Holiday: **1st October 2025 (Independence Day, Nigeria)** → No work should be scheduled on this date.
- Working Days: **Monday to Friday** (Saturday and Sunday are non-working days).
- Duration: The plan should conclude before the event day (15th December 2025).
- Show dependencies (e.g., you cannot send invitations before you finalize the guest list).
- Assign durations reasonably (students should decide).

List of Tasks for the Product Launch Project

1. Preliminary Planning

- Define Event Objectives
- Draft Preliminary Budget
- Identify Target Audience
- Compose Draft Guest List
- Shortlist Possible Venues
- Conduct Venue Inspection

2. Vendor & Service Engagement

- Shortlist Catering Vendors
- Shortlist Decor Vendors
- Shortlist Sound/Lighting Vendors
- Shortlist Videographer/Photographer
- Shortlist MC/Comedian/Performing Act

3. Branding & Publicity

- Event Identity Design (Logo, Theme)
- Design & Print Invitations

- Develop Social Media Campaign Plan
- Begin Publicity Campaign

4. Logistics & Operations

- Arrange Security
- Book Ushers
- Arrange Transport & Parking Plan
- Liaise with Cleaning Agency
- Source Event Souvenirs
- Arrange Accommodation for VIP Guests (if needed)

5. Final Preparations

- Confirm Venue and Make Payment
- Confirm Vendors and Make Payment
- Test Sound/Lighting
- Rehearsals for Performers/MC
- Finalize Guest List
- Send Invitations
- Confirm Guest Attendance (RSVP)
- Prepare Event Program/Brochure
- Final Photoshoot for Publicity
- Dry Run of the Event

Student Deliverables

1. Create this project plan in MS Project.
2. Input start date as **23rd September 2025**.
3. Set calendar to exclude weekends and **1st October 2025**.
4. Link dependencies appropriately.
5. Ensure the project finishes **on or before 14th December 2025**.