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| **Webinar Proposal**  **Beyond B-School** | |
| **Project Description & Objectives:** | |
| **Project Name:** | Beyond B-School Expert Webinar series |
| **Project Manager:** | Michelle Schoen |
| **Project Sponsor:** | Roy Young |
| **Purpose/Background:** | Beyond B-School is an organization that wishes to introduce their product and services to career counselors and Business Schools. The best and most cost efficient way to do this is via live webinars which will be held once per month over a 3 month period starting in January 2013. They would like to have this process overseen by someone who has a lot of experience running and managing the full process to make sure that everything runs smoothly. |
| **Targeted Learners:** | The audience for this project is career counseling decision makers at schools offering MBA programs. |
| **Goal of the Webinars:** | The webinars will be a source of warm leads which can then be nurtured and sold the company's products and services.  They will also be the first step in building a relationship of know- like-trust between the attendees and Beyond B-School. |
| **Project Deliverables:** | |
| **Components Of This Project:**  (Estimated time for each task is displayed to help with your budgeting) | * High Level Project Plan with deliverable dates (1 hour) * Consulting time to create the two broadcast e-mails inviting people to the webinar (1.5 hours per webinar) * Consulting time with helping the presenter craft their presentation (1 hour per presenter) * Practice time with each presenter on how to deliver via GTW (1 hour per presenter) * Create your account with GTW and set up each webinar and follow up reminders (.5 hour per webinar) * Set up the registration page with the special code to get the registrants on a leads list in Aweber. (1 hour per webinar) * Record the webinar and assist with technical issues (1.5 hour per webinar) * Minor editing of the replay (no "ums", etc. removed) and produced as an MP4. Then uploaded to your webserver. (1.5 hour per webinar) * Consulting time to create the two broadcast follow up e-mails inviting/reminding people to watch the replay of the webinar (1 hours per webinar) * Misc meetings- e-mails---(1 hour per webinar)  Total -$2175 |
| **Out-Of-Scope Work:** | * Assist with placing additional autoresponder follow ups in the Aweber system to go out with relationship building content (Optional 1 hour per e-mail) * Creating the PowerPoints for the presenter based on an outline of the presentation (billed hourly) * Heavy editing of the Webinar (removing filler words, adding a custom animated intro/outro (billed hourly) |
| **Possible Constraints:** | * Adherence to the deadlines will be dependent on Roy, Michael and the presenter giving feedback to items I have sent them to review in a timely fashion |
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| **Success Measures:** | |
| * The webinars are run professionally, all dates for e-mails and the replay are on target -Roy and Michael are both thrilled with how smoothly the whole process went! | |
| **Additional Project Notes:** | |
| Total price for this project is $2,175.00. Additional hours beyond the scope agreed to in this document will be charged at $75.00/hour.  30% of the project fee is due at the end of each month. | |
| **Key Stakeholder Signatures:** | |
| **I agree to the project as described in this document and will support its development, completion, and deployment:** | |
| **[[Name, Title]]:** |  |
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