

Project charter

Project Title: “Savor the Moment: Food Festival 2025”

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Objective

The objective of this project is to **conceptualize, organize and execute a dynamic food festival** that empowers small food business owners by showcasing their unique offerings, while providing students with hands-on experience in event management, marketing, and stakeholder collaboration. Through this initiative, we aim to promote local flavors, entrepreneurial learning, and a spirit of innovation within the academic environment.

Scope of the Food Festival Project

In-Scope Activities

These are the tasks and responsibilities that fall within the boundaries of the project:

Vendor Selection & Invitation:

- Identify and invite small-scale food entrepreneurs, home-based chefs.
- Ensure diversity in food offerings (traditional, fusion, snacks, beverages, etc.).

Venue Planning & Setup:

- Allocate space within the department for stalls.
- Arrange tables, chairs, signage, and basic utilities (electricity, water access).

Marketing & Promotion:

- Design posters, flyers, and social media content.
- Promote the event within the campus to attract students and faculty.

Logistics & Coordination:

- Manage stall assignments, setup timing, and vendor needs.

- Ensure cleanliness, waste disposal, and crowd flow.

Student Engagement:

- Assign student volunteers for coordination, hospitality, and feedback collection.
- Organize interactive segments like food tastings, live demos, or mini Competitions

Documentation and reporting

- Record vendor details, attendance, feedback, and event outcomes.
- Prepare a post-event report for academic and future reference.

Out-of-Scope Activities

These are explicitly excluded from the project to maintain focus and feasibility:

Catering Services: No formal catering arrangements; only vendor-based food stalls.

Entertainment & Performances: No musical acts or stage shows unless integrated into vendor presentations.

External Sponsorships or Ticketing: No paid entry or commercial sponsorships unless approved by the department.

Off-Campus Activities: All activities are confined to the department premises.

Stakeholders

Stakeholders	Role	Responsibilities
Department Administration	Approves the event, allocates space, and oversees compliance	Supporting student initiatives, ensuring safety and academic alignment
Small Business Owners	Set up food stalls and showcase their products	Gaining exposure, testing products, building customer base
Students (Organizing Team)	Plan, coordinate, and execute the event	Learning event management, entrepreneurship, and teamwork

Faculty members	Participate, mentor, and provide feedback	Encouraging student engagement and practical learning
Attendees (Students & Staff)	Visit stalls, engage with vendors, and provide feedback	Enjoying the event, exploring food options, supporting local businesses
Logistics & Support Staff	Help with setup, cleanliness, and technical arrangements	Ensuring smooth operations and safety
Marketing/Media Team	Promote the event through posters, social media, and coverage	Enhancing visibility and documentation of the event

Project Timeline

Phase	Duration	Key Activities	Deliverables
1. Initiation	Week 1	Define festival objectives, Form organizing committee, Assign roles	Project charter, Stakeholder list, Role matrix
2. Planning	Weeks 2–3	Develop scope and theme, Create work breakdown structure (WBS), Identify vendors and student stalls, Budgeting and sponsorship outreach	Scope document, WBS chart, Budget sheet, Sponsorship proposal
3. Pre-Event Setup	Weeks 4–5	Finalize logistics (venue, permits), Design promotional materials, Launch marketing campaign, Confirm stall participants	Marketing plan, Posters/flyers, Stall allocation map
4. Execution	Week 6	Event day operations, Monitor activities, Engage attendees, Ensure safety and hygiene	Event checklist, Attendance tracker, Live feedback collection

Phase	Duration	Key Activities	Deliverables
5. Closure & Evaluation	Week 7	Collect feedback, Analyze performance data, Document lessons learned, Share post-event report	Feedback summary, Benchmarking report, Photo archive, Thank-you notes

Food Festival Budget Breakdown

Category	Item	Estimated Cost (PKR)	Notes
Venue & Setup	Tent, tables, chairs	25,000	Rental for 1 day
	Lighting & sound system	15,000	Basic setup for ambiance
	Cleaning & maintenance	5,000	Pre/post-event hygiene
Marketing & Promotion	Posters & flyers	3,000	Printed materials
	Social media ads	2,000	Boosted posts on Instagram/Facebook
	Banners & signage	4,000	Entry and directional signs
Stall Support	Raw materials (starter kits)	10,000	For student vendors (optional)
	Tablecloths & decor	3,000	Uniform look across stalls
Logistics	Security staff	8,000	2 guards for full day
	Generator/fuel	6,000	Backup power
	Miscellaneous transport	4,000	Vendor and equipment movement
Engagement & Activities	Live music/performance	10,000	Local band or DJ
	Games & contests	5,000	Prizes and props
Documentation & Evaluation	Photography/videography	7,000	Event coverage
	Feedback forms & analysis	1,000	Printing and data entry
Contingency	Unexpected expenses	10,000	10–15% buffer

Total Estimated Budget: PKR 138,000

Key Deliverables

Deliverables	Description
1. Event Proposal Document	A formal document outlining the objective, scope, stakeholders, timeline, and budget of the food festival.
2. Vendor Portfolio	A compiled list of participating small business owners with their food offerings, contact details, and stall requirements.
3. Marketing Materials	Posters, flyers, social media posts, and digital invites designed to promote the event within the department.
4. Stall Layout Plan	A visual map showing stall placements, seating areas, entry/exit points, and logistics zones.
5. Volunteer Assignment Sheet	A schedule and role breakdown for student volunteers managing setup, coordination, and feedback collection.
6. Event Execution Checklist	A detailed checklist to ensure all tasks (setup, vendor arrival, hygiene, signage, etc.) are completed on the event day.
7. Feedback Forms & Survey Results	Forms distributed to attendees and vendors to gather insights and suggestions for future improvement.
8. Final Report & Reflection Document	A post-event summary including outcomes, challenges, feedback analysis, and recommendations for future events.

