**ПРИЛОЖЕНИЯ**

**ШАБЛОН ПРЕЗЕНТАЦИИ ПРОЕКТА МЕРОПРИЯТИЯ**

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**НАИМЕНОВАНИЕ МЕРОПРИЯТИЯ**

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**ОПИСАНИЕ СИТУАЦИИ «КАК ЕСТЬ»**

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**ОПИСАНИЕ СИТУАЦИИ «КАК БУДЕТ»**

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**СОДЕРЖАНИЕ ПРОЕКТА ПРОВЕДЕНИЯ МЕРОПРИЯТИЯ**

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| **Цель мероприятия:**  |  |
| **Задачи мероприятия:** |  |
| **Результат мероприятия:** |  |
| **Потенциальная аудитория мероприятия:** |  |
| **Основные партнеры:** |  |

**Формулировка цели мероприятия в соответствии с правилом SMART:** 

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| ***S -*** (specific)Конкретность | Есть ли точное выражение того, что именно должно быть получено в итоге проведения мероприятия (реализации проекта)?  |
| ***M -*** (measurable)Измеримость | Сможем ли мы увидеть и измерить результаты мероприятия (проекта) в целом и его отдельных частей? Сможет ли третья сторона однозначно определить, достигнута цель или нет? |
| ***A-*** (achievable)Достижимость | Реальна ли поставленная цель? Возможно ли достижение заявленной цели с учетом имеющихся ресурсов?  |
| ***R-*** (rewarding)Выгодность | Какая польза или выгода будет получена в результате достижения цели организаторами мероприятия и иными заинтересованными сторонами (кем и какая выгода)? Вносит ли достижение данной цели существенный вклад в достижение целей более высокого порядка? |
| ***T-*** (time bound)Временные рамки | Какое время отведено на достижение данной цели? Достаточно ли выделенного времени для реального достижения данной цели? Установлена ли точная дата, когда цель будет достигнута? |

**ЗНАЧИМОСТЬ МЕРОПРИЯТИЯ**



1. **В чем ценность нашего мероприятия для участников?**
2. **Какие проблемы мы помогаем решать?**
3. **Какие потребности участников позволяет удовлетворить данное мероприятие?**

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**АУДИТОРИЯ МЕРОПРИЯТИЯ**

 **Для кого мы делаем мероприятие значимым?**

 **Кто наша потенциальная аудитория?**

 **Кто НЕ является участником нашего мероприятия?**

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**КЛЮЧЕВЫЕ РЕСУРСЫ**

**какие ресурсы нужны для придания ценности мероприятию?**

**Для построения взаимоотношений с клиентами?**

**Для получения прибыли?**

**Типы ресурсов:**

*Материальные ресурсы*

*Интеллектуальные ресурсы*

*Персонал*

*Финансы*

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**КЛЮЧЕВЫЕ АКТИВНОСТИ**

**Какие активности необходимы для придания значимости мероприятию?** 

**Какие активности необходимы для построения отношений с клиентами?**

**Какие активности позволят получить прибыль?**

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**КЛЮЧЕВЫЕ ПАРТНЕРЫ**



**Кто наши ключевые партнеры?**

**Кто наши ключевые поставщики?**

**Какие ключевые ресурсы мы получаем от партнеров?**

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**СТРУКТУРА ЗАТРАТ**



**Какие самые значительные затраты в общей структуре затрат на проведение нашего мероприятия?**

**Какие из ресурсов самые дорогие?**

**Какие из ключевых активностей самые дорогие?**

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**ДОПУЩЕНИЯ И ОГРАНИЧЕНИЯ ПРОЕКТА**

*Допущения — это условия или события, которые должны произойти для того, чтобы проект был успешным. Документирование допущений равноценно документированию догадок о том, как будут развиваться события. Допущения, если они окажутся неверными, являются источником рисков, именно поэтому их следует документировать, чтобы позже убедиться в том, что они являются действительными.*

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*Ограничения — это факторы, препятствующие реализации проекта. Например, ограничение на ресурсы — это указание предельно допустимого использования ресурсов: задействовать в проекте не более 8 человек на 50% их рабочего времени в течение 1 месяца из отдела обучения.*

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**РАСПИСАНИЕ ПРОЕКТА ПРОВЕДЕНИЯ МЕРОПРИЯТИЯ**

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| **№** | **Наименование задачи** | **Длит-ть, дней** | **Дата****начала** | **Дата окончания** | **год** | **год** |
| **01** | **02** | **03** | **04** | **05** | **06** | **n..** | **01** | **02** | **03** | **04** | **05** | **06** | **07** | **08** |
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**СЕТЕВОЙ ГРАФИК ПРОЕКТА**

 **БЮДЖЕТ ПРОЕКТА**

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| **№** | **Наименование** | **Затраты, тыс. руб.** | **Источники финансирования** |
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 **РИСКИ ПРОЕКТА**

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| **№** | **Наименование риска** | **Ожидаемые последствия наступления риска** | **Мероприятия по предупреждению наступления риска** | **Действия в случае наступления риска** |
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 **КОМАНДА ПРОЕКТА**

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| **№** | **Роль в проекте** | **ФИО** | **Должность** |
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