

Final Project Status Report

Eco-Natural Skin Care Australia Trade Show Promotion Project

The following is a final project status report per the agreed communication processes.

Overall outcome

The Trade show booth and materials were delivered before the deadline to allow a successful deployment at the January Trade show.

A survey was issued to trade customers, 90% customer satisfaction with brochures/flyers and booth display

There were 200 visitors to the booth each day exceeding our expectation

\$20,000 of products were sold at the trade show

Response from visitors was excellent, with spikes in leads and sales to the trade.

A marked increase in web traffic also coincided with the show and the distribution of promotional materials at the show.

Scheduling and communication

- The project commenced with a meeting with Bill Bixby from Booth, banners, flyers, and more Trade Show Services to discuss the brief for the project. A further meeting was held to confirm the brief.
- Following this, no meetings as per schedule.
- The Trade Show Services provider completed a computer simulation of the Booth Design and brochures and requested urgent official approval to proceed.
- The PM notes that the Eco-Natural Skin Care Operations Manager advised that due to illness, they had been unavailable; however, this did not impact the timeframe.
- A small budget increase of \$1,000 for the rental of a large-screen computer for the tradeshow was approved.
- All other project communication, including status reports, internal meetings, and communication, occurred as agreed, including a Change Request for a large-screen computer, which varied the budget.

Project budget

There was an approved budget overrun of \$1000 as follows:

Budgeted expenses		Actual expenses	
Design and printing of brochures/flyers	\$5,000	Design and printing of brochures/flyers	\$5,000
Booth display and setup	\$2,000	Booth display and setup	\$2,000
Large screen computer for booth	(Not budgeted)	Large screen computer for booth	\$1,000
Advertising in the program guides or promotional materials	\$1,000	Advertising in the program guides or promotional materials	\$1,000
Product samples and promotions	\$2,000	Product samples and promotions	\$2,000
TOTAL	\$10,000	TOTAL to date	\$11,000

Con Kafatos, Project Manager, CBSA