Use the **"Event Marketing Project Gantt Chart Template"** to plan your event marketing activities with an easy-to-use Gantt chart.

The table header contains several fields with the parameters of your project that you need to fill in.

<PROJECT TITLE>		
<NAME OF ORGANIZATION>	START DATE	06/01/21
<PROJECT MANAGER>	COMPLETION DATE	03/30/22

The fields are as follows:

- **"<PROJECT TITLE> "** - enter the title of your project/event in this cell.

- **"<NAME OF ORGANIZATION>"** - enter in this cell the name of your organization.

- **"<PROJECT MANAGER>"** - in this cell, enter the name of the project manager responsible for the final result.

- **"START DATE"** - in the box adjacent to this description, enter the start date of your project in the **mm/dd/yy** format.

- **"COMPLETION DATE"** - in the box adjacent to this description, enter the end date of your project in the **mm/dd/yy** format.

Below is the project data table. It contains the following columns:

TASK	PERFORMER	START DATE	COMPLETION DATE	% COMPLETE	STATUS	PRIORITY	ESTIMATED COST	ACTUAL COST

- In the **"TASK"** column, you should enter a description of the task to be performed.

- In the **"PERFORMER"** column, enter the names of the executors responsible for each of the tasks.

- In the **"START DATE"** column, it is necessary to enter the start date for each task.

- In the **"COMPLETION DATE"** column, it is necessary to enter the end date for each task.

- In the column **"% COMPLETE"**, as the project progresses, mark in the row of each task the percentage of its completion.

- **"STATUS"** - in this column, you can select the corresponding status value for each task from the drop-down list:

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➢ **In process** - if the task is already running at the current moment (highlighted in yellow);

➢ **Completed** - if the task has already been completed (highlighted in green);

➢ **Not started** - if the task has not started yet (highlighted in orange);

➢ **Paused** - if the task execution is paused (highlighted in blue).

➢ **Overdue** - if the task has not been completed, and the scheduled due date for the task has already passed (highlighted in red).
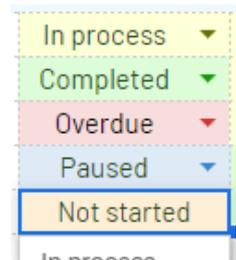
- **"PRIORITY"** - in this column, you can select the corresponding priority value for each task from the drop-down list:

➢ **High** - If the task has the highest priority over other activities and its implementation is preferred in controversial situations (highlighted in red).

➢ **Medium** - If the task is of medium priority over low priority tasks (highlighted in yellow).

➢ **Low** - the least important tasks in controversial situations are performed last (highlighted in green).

- In the **"ESTIMATED COST"** column, enter the numerical value of the planned costs for this activity.

- In the **"ACTUAL COST"** column, enter the numerical value of the real costs for this activity. If the actual expenses exceed the planned ones, the values in the cell will be displayed in red.

The table contains a list of marketing directions and related tasks. All tasks in the table are divided into blocks according to the stages of the marketing project. In the original version, the table contains 11 stages, such as:

- National Marketing;
- Local Marketing;
- Public Relations;
- Content Marketing;
- Social Media;
- Online;
- Advertising;
- Web;
- Market Research;
- Sales Campaigns;
- Other.

Each stage consists of a list of related tasks. You can customize it according to the needs and specifics of your project by removing or adding as many rows as you need.

The list of tasks by category/ stage of the project can be hidden/ displayed by clicking on the "-/+" sign to the left of the stage name.

The Gantt chart is located on the right side of the template. The working space of the chart is divided into 41 columns (periods), which are calculated automatically based on the entered values "START DATE" and "COMPLETION DATE".

That means the entire duration of the project is divided into 41 equal time intervals and the start date of each period is shown in the header of the chart columns. In the example on the screenshot, one division equals 7-8 days.

The chart is built on the start and end dates, and the percentage of its completion is also taken into account.

- If the deadline for the task has not yet come, the cells corresponding to the specified date range will be displayed in blue.
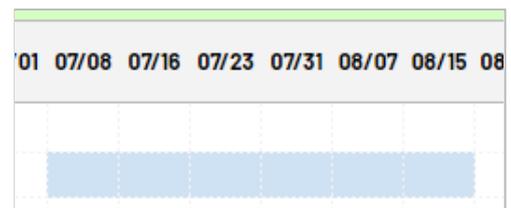
- If the task has already been completed and the corresponding cell contains the value "100%", then the cells corresponding to the specified date range will be displayed in green.
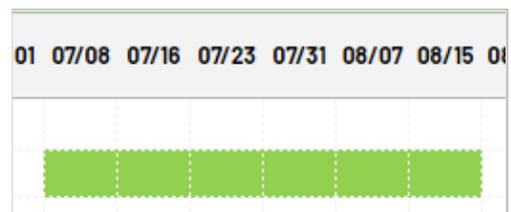
- If the deadline for completing the task has already passed, and the completion level corresponds to "0%", then the cells
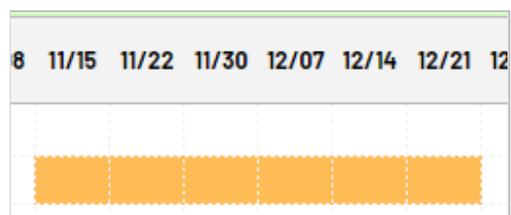
corresponding to the specified date range will be displayed in orange.

- Suppose the deadline for completing the task has already passed, and the level of completion has not yet reached "100%". In that case, the cells corresponding to the specified date range will be displayed in orange and will be displayed proportionally to the current execution in green and orange. In this case, it is indicated that the task is 60% complete.

8	11/15	11/22	11/30	12/07	12/14	12/21	1
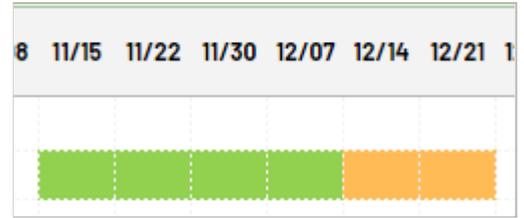
An example of filling in the table fields looks like this:

Public Relations									
Software / Hardware	Name 1	06/18/21	07/16/21	30%	In process	Medium	$5,000.00	$300.00
Public Events	Name 2	07/10/21	08/07/21	100%	Completed	Medium	$4,000.00	$4,200.00
Sponsorships	Name 3	07/13/21	08/19/21	50%	Overdue	Medium	$1,200.00	$600.00
Press Releases	Name 4	07/01/21	11/01/21	20%	Paused	Low	$300.00	$50.00
Webinars	Name 5	11/01/21	11/28/21	0%	Not started	Low	$1,000.00	$0.00
Conferences	Name 6	01/01/22	01/20/22					