

PROJECT CHARTER

Ladyy Claire Properties | ERA Realty

TITLE: Women's Day Celebration for Claire Tan's VIP Clients

CREATION DATE: August 18, 2026

PROJECT MANAGER: Alfian Nur Rachman (Virtual Assistant)

APPROVAL DATE: August 20, 2026

1. PROJECT INFORMATION	
Project Name:	Women's Day Celebration for Claire Tan's VIP Clients
Project Description:	Claire Tan (Ladyy Claire Properties) is hosting an exclusive Women's Day celebration brunch for 30 of her VIP female clients in Jakarta on Saturday, October 17, 2026. The event is designed to deepen client relationships and brand loyalty through a curated brunch, a short guest talk, and a thoughtful gifting experience — planned and executed within an 8-week window (August 18 – October 17, 2026).
Objective:	To organize an exclusive Women's Day celebration that strengthens Claire Tan's relationships with her VIP clients and reinforces brand loyalty toward Ladyy Claire Properties — positioning Claire as a realtor who genuinely values and celebrates her clients beyond the transaction.
Scope:	A half-day brunch event for 30 VIP female clients in Jakarta on Saturday, October 17, 2026. In scope: venue booking, curated brunch catering, digital and printed invitations, a short guest speaker segment, light entertainment/activities, and branded gift bags for all attendees. Out of scope: guest transportation, overnight accommodation, and multi-day programming — this is a single half-day event.

2. PROJECT DELIVERABLES

List the key deliverables of the project, including the products, services, or results to be produced

Deliverable 1	Venue selection and booking — private event space in Jakarta, capacity 30–40 guests
Deliverable 2	Catering — curated brunch menu for 30 guests, including dietary accommodations
Deliverable 3	Invitations — design and distribution (digital + printed) to all 30 VIP clients
Deliverable 4	Guest speaker — booking a short wellness/lifestyle talk to open the program
Deliverable 5	Event activities — welcome mocktail, photo moment, light live music, networking time
Deliverable 6	Gift bags — curated, branded take-home gifts for all 30 attendees

3. PROJECT TIMELINE

High-level schedule for planning and execution (full day-by-day breakdown is in the accompanying Gantt Chart)

Aug 18 – 31, 2026	Planning & venue booking — confirm concept, shortlist and book the venue
Sep 1 – 11, 2026	Catering & program — confirm caterer, book guest speaker/entertainment
Sep 1 – Oct 13, 2026	Invitations & RSVP — design, send, and track responses; final headcount locked in mid-October
Sep 14 – Oct 14, 2026	Gifting & decor — source gift items, book decor and photography; gift bags assembled the week of the event
Oct 14 – 17, 2026	Final preparations — confirm run-of-show, rehearsal, and event day
Oct 19 – 21, 2026	Closing — thank-you notes, final vendor payments, wrap-up report

4. PROJECT RISKS

Identify potential risks or obstacles that may impact the project, as well as any mitigation strategies

Risk 1	Low RSVP or late confirmations from VIP clients. Mitigation: send invitations 6 weeks ahead; personal WhatsApp follow-up at the 2-week and 3-day marks.
Risk 2	Venue or caterer cancellation. Mitigation: confirm booking with a signed contract and deposit; keep one backup venue shortlisted.
Risk 3	Budget overrun on catering or gifting. Mitigation: lock vendor quotes early; hold a 10% contingency in the budget.
Risk 4	Jakarta traffic or weather disrupting arrival on event day. Mitigation: choose an accessible, covered venue with parking; share clear directions and a buffer window in the invite.

5. PROJECT BUDGET

Total Budget:	\$3,500 (approx. Rp 55,000,000)
Breakdown:	
Task/Resource 1 Venue rental	\$700
Task/Resource 2 Catering (brunch for 30 pax)	\$1,200
Task/Resource 3 Invitations & printing	\$150
Task/Resource 4 Guest speaker & entertainment	\$400
Task/Resource 5 Gift bags (30 pax)	\$600
Task/Resource 6 Decor, photography & contingency	\$450

Surplus policy: Any funds left over after the contingency reserve will be reported back to Claire Tan for her decision on a refund, a credit toward a future event, or team recognition. Nothing unspent is allocated without her sign off.

6. PROJECT TEAM MEMBERS			
Role	Name	Email	Phone
Project Manager	Alfian Nur Rachman	furangbandung@gmail.com	+62 897-8663-63 2
Host / Client Relationship Lead	Claire Tan	To be confirmed directly with client	Public listing: 9029xxxx (full number gated via ERA/SRX)
Vendor Coordinator (Catering & Venue)	Alfian Nur Rachman (dual role)	furangbandung@gmail.com	+62 897-8663-63 2
Guest Relations Coordinator (Invitations & RSVP)	Alfian Nur Rachman (dual role)	furangbandung@gmail.com	+62 897-8663-63 2
On-site Event Staff (Day-of Coordination)	Asep — local staff, to be confirmed closer to the date	asep@gmail.com	+62 897-8663-63 3

7. PROJECT STAKEHOLDERS	
Role	Expectations
Claire Tan — Realtor / Host	A polished, memorable event that strengthens client loyalty and stays within budget
30 VIP Clients — Guests	A warm, exclusive, well-organized experience that feels personal, not transactional
Vendors (venue, caterer, entertainment)	Clear briefs, accurate headcount, and timely payment

Event Staff	Clear roles and a detailed run-of-show for the event day
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