**BUSINESS ACTION PLAN TEMPLATE EXAMPLE**

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| PROJECT MANAGER | TODAY'S DATE |
| Brent Williams | MM/DD/YY |
| GOAL |  |  |  |  |  |
| *Write your goal statement below.* |
|   |
| ACTION PLAN |  |  |  |  |  |  |  |  |
| ACTION DESCRIPTION | RESPONSIBLE | PRIORITY | STATUS | START | END | RESOURCES REQUIRED | HAZARD FORECAST | OUTCOME |
| Goal #1: Select Venue |   | Medium | Complete |   |   |   |  |  |
| Identify venue options | Sally J. | High | Complete | 9/30 | 10/2 |  |  |  |
| Visit venues  | Sally J. | Medium | On Hold | 10/5 | 10/9 | Find staff to attend site visit |  |  |
| Sign contract | Maria S. | Low | In Progress | 10/12 | 10/12 | Attorney / Legal Dept. |  |  |
|   |   | Low | Complete |   |   |  |  |  |
| Goal #2: Secure Speakers  |   | High | In Progress |   |   |  |  |  |
| Recruit speakers | Sally J. | Medium | In Progress | 10/7 | 10/12 |  |  |  |
| Speaker bios | Sally J. | Medium | In Progress | 10/12 | 10/14 |  |  |  |
| Create and send speaker packets | Maria S. | Low | Complete | 10/13 | 10/16 |  |  |  |
| Confirm speakers | Sally J. | Medium | On Hold | 10/17 | 10/18 |  |  |  |
|   |   | Low | In Progress |   |   |  |  |  |
| Goal #3: Recruit Sponsors |   | Low | In Progress |   |   |  |  |  |
| Identify sponsors | John S. | Low | In Progress | 10/13 | 10/19 | Fundraising and Web team |  |  |
| Write up sponsor agreement | Maria S. | Low | In Progress | 10/15 | 10/16 |  |  |  |
| Send emails | John S. | Low | Not Started | 10/19 | 10/21 |  |  |  |
| Make cold calls | John S. | Low | Not Started | 10/21 | 10/23 | From sales team |  |  |
|  |   | Low | On Hold |   |   |  |  |  |
| Goal #4: Promote event |   | High | Complete |   |   | Marketing team |  |  |
| Create banners | Morgan K. | High | Complete | 10/26 | 10/28 |  |  |  |
| Order swag | Morgan K. | High | Complete | 10/28 | 10/28 | Coffee mugs, totes, pencils |  |  |
| Create social media strategy | Corrine J. | High | Complete | 10/13 | 10/26 |  |  |  |
| Make marketing materials | Karen Z. | High | Complete | 10/26 | 10/30 |  |  |  |
|   |   | High | Complete |   |   |  |  |  |

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