Product Launch Meeting

# [Team Name] – Initial Organizational Meeting

## January 1, 2024

## 10:00am – 11:30am

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| Meeting Purpose: Get organized and set goals for all major elements of the upcoming product launch |  |
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| 10:00 – 10:10 | Introduction with overview of launch goals | Team Lead |
| 10:10– 10:30 | Details of the launch 1. Release Date 2. Success Metrics 3. Scope | Team Lead |
| 10:30 – 10:40 | **Internal Testing** 1. Key testing milestones 2. Key measures to achieve before release | All Members |
| 10:40 – 11:00 | **Marketing and Messaging** 1. External launch naming 2. Stakeholders and reach 3. Training and use | All Members |
| 11:00 – 11:20 | **Production release plan** 1. Discuss the last point at which the launch can be delayed while ensuring a smooth roll-out 2. Issues that may come up 3. Production launch support | All Members |
| 11:20 – 11:30 | **Schedule follow-up and progress meetings!** | Team Lead |