

Product Launch Meeting

[Team Name] – Initial Organizational Meeting

January 1, 2024

10:00am – 11:30am

Meeting Purpose:

Get organized and set goals for all major elements of the upcoming product launch

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