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	Team Lead
	1. Release Date	
	2. Success Metrics	
	3. Scope	
10:30 – 10:40	Internal Testing	All Members
	Key testing milestones	
	2. Key measures to achieve before release	
10:40 – 11:00	Marketing and Messaging	All Members
	External launch naming	
	2. Stakeholders and reach	
	3. Training and use	
11:00 – 11:20	Production release plan	All Members
	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	
11:20 – 11:30	Schedule follow-up and progress meetings!	Team Lead