

# Sprint Planning Meeting Agenda Template

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**Date:** [Insert Date]

**Time:** [Insert Time]

**Location:** [Insert Location]

**Meeting Lead:** [Insert Name]

## Opening Section:

- **Welcome and Introductions:**  
Start the meeting with a quick round of introductions or updates to get everyone engaged.
- **Sprint Review:**  
Recap the previous sprint's outcomes, focusing on what was achieved and any lessons learned.

## Core Agenda Items:

- **Sprint Goal Setting:**  
Define the primary goals for the upcoming sprint. Ensure these are clear, achievable, and aligned with broader marketing objectives.
- **Task Breakdown:**  
Break down the sprint goals into specific tasks or user stories. Assign responsibilities and set deadlines for each task.
- **Resource Allocation:**  
Discuss and allocate the necessary resources to accomplish the sprint tasks. This might include team members, tools, or budget considerations.
- **Risk Identification:**  
Identify potential risks or obstacles that might impact the sprint's success. Develop contingency plans to address these risks.

## Feedback and Collaboration:

- **Team Input:**  
Encourage team members to share their thoughts on the proposed plan. Adjust the sprint goals or tasks as needed based on feedback.
- **Cross-Functional Collaboration:**  
Identify any opportunities for collaboration with other teams or departments that could enhance the sprint's success.

## Closing Section:

- **Recap of Action Items:**  
Summarize the key decisions and action items from the meeting. Ensure everyone knows their responsibilities and deadlines.
- **Next Steps:**  
Outline the next steps, including any follow-up meetings or checkpoints during the sprint.
- **Next Meeting Details:**  
Confirm the date and time for the next sprint planning or review meeting.