

## Solution: Launch Planning Meeting

Review the below potential solutions for the launch planning meeting scenario. Use this solution to compare and validate your action plan.

Consideration	Definition	Action Plan
Collaboration activity	Launch Planning Virtual Meeting for the “Engage360” global product release	Plan a four-hour session to align stakeholders and finalize the launch plan
Goals	<ol style="list-style-type: none"> <li>1. Finalize roles and responsibilities for launch day</li> <li>2. Ensure marketing materials are ready, including translations</li> <li>3. Confirm app technical readiness</li> <li>4. Address customer onboarding and training</li> <li>5. Develop a risk mitigation plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Align all stakeholders on goals and responsibilities</li> <li>2. Resolve issues related to marketing translations, technical readiness, and training</li> <li>3. Finalize contingency plans</li> <li>4. Create a unified launch plan</li> </ol>
Stakeholders	Product development team, marketing team, sales team, operations team, and external vendors (hosting and cloud infrastructure providers)	<ol style="list-style-type: none"> <li>1. Ensure all stakeholders are briefed on meeting objectives</li> <li>2. Invite representatives from each stakeholder group</li> </ol>
Logistics	Virtual meeting held on January 8, XXXX, from 2:00 PM to 6:00 PM GMT to accommodate global time zones (EST, GMT, IST)	<ol style="list-style-type: none"> <li>1. Schedule a meeting at a time convenient for all regions</li> <li>2. Share meeting details and agenda in advance</li> </ol>
Tools	Zoom for video conferencing, Jira for tracking issues, Google Drive for sharing documents, and Slack for real-time communication	<ol style="list-style-type: none"> <li>1. Confirm stakeholders have access to all tools</li> <li>2. Prepare marketing materials, technical reports, and training plans in Google Drive</li> </ol>
Schedule	January 8, XXXX	<ol style="list-style-type: none"> <li>1. Ensure the agenda includes all critical topics</li> <li>2. Allocate time for discussion and decision-making for each item</li> </ol>

Budget	Minimal costs; tools are already in use. Translation service for marketing materials (approximately \$2000)	<ol style="list-style-type: none"> <li>1. Account for translation services in the project budget</li> <li>2. Ensure no additional tool subscriptions are required</li> </ol>
Action plan	A detailed plan to prepare, execute, and follow up on the meeting	<ol style="list-style-type: none"> <li>1. Share agenda and materials by January 3, XXXX</li> <li>2. Facilitate meetings, ensuring focused discussions</li> <li>3. Document and distribute decisions and action items by January 9, XXXX</li> </ol>