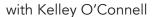
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Sample Agenda for Release Kickoff Meeting

Goal: Transparently share/update the roadmap based on new information. **Attendees:** Sponsor, product owner, scrum master, team, and key stakeholders

Duration: 1-1.5 hours

Frequency: Prior to launching a new product release

Entrance criteria: Have the original product vision, previous roadmap, and previous release plan. Optionally, you can bring a proposed roadmap to shorten the meeting duration.

Deliverables: Updated roadmap

Meeting Agenda

- Sponsor reminds attendees of the project vision and value.
- Product owner reviews the meeting purpose.
- Product owner gains consensus on meeting norms.
- Product owner reviews recent release(s) and key insights learned from them.
- Product owner reviews risks to the project and/or current release.
- Product owner presents previous roadmap and release plan.
- Product owner facilitates discussion:
 - Discuss impact of current insights to the existing plan.
 - Discuss options to change approach—confirm the feature-level priorities are the same or how they need to be adjusted.
 - Drive to convergence on the roadmap updates.
 - Note: If presenting a proposed plan, the product owner will drive to convergence on the suggested approach.
 - Participatory acceptance of approach (i.e., fist of five vote).
- Product owner reviews action items and deliverables.
- Product owner seeks meeting feedback so next release planning can be improved.
- Product owner thanks attendees and adjourns the meeting.