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# Video Program Launch Plan



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## A Well Thought Out Launch Plan Can Set the Stage for Success

Whether you are launching a video program for the first time or revitalizing your existing program, you can use this checklist to help guide your planning and make sure that nothing slips through the cracks. Please keep in mind that the time required for each step will differ depending on the size and structure of your organization.

### Several Months Before Launch

- Secure executive sponsorship from top company and departmental managers.
- Identify your key team members - representing IT, Corporate Communications, Marketing, Facilities and Finance. Meet with them to discuss the roles they will play in the launch and the ongoing success of the video program.
- Reach agreement with executives and key team members on the goals for the video program and how success will be measured.
- Identify and train your super users throughout your organization.
- If you have an existing video conferencing program, now would be a good time to distribute an end-user survey to gauge current user satisfaction and identify areas for improvement. You can then resend this survey post-launch to help measure your progress in driving usage and adoption.
- Establish the lead time needed to create promotional materials and all deliverables.
- Set a date for your official launch.
- Determine your budget for launch and ongoing promotional activities.



### 2-3 Months Before Launch

- Set up your support team personnel and infrastructure.
- Work with facilities to finalize room design and booking system.
- Find a pilot project you can use to measure success and as an example for other departments.
- Develop your end-user training program. What will be covered? Who will conduct training? What types of events will you hold?
- Meet with Corporate Communications or Marketing to plan and design promotional materials - posters, flyers, email announcements, etc.
- Create copy and artwork for printed materials and get them produced.
- Plan activities to make a “splash” at launch such as usage contests, open houses and video field trips or guest speakers.
- Order any promotional giveaways (mugs, pens, etc.).



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## 1 Month Before Launch

- Draft executive letter and/or email and get executive sponsor approval.
- Reserve conference or board rooms needed for training.
- Prepare your informational intranet site, including contact info, user tips and quick reference guides, a map of video locations and any other relevant information.
- Conduct a rehearsal of training sessions and presentations. Fine-tune as needed.

## 2 Weeks Before Launch

- Send out executive sponsor letter and/or email.
- Send out email or personal invitations to announce training sessions.
- Put up posters or flyers in high-traffic areas.
- Write an article about the launch for inclusion in your company newsletter or intranet.
- Get ready to take pictures of launch activities.

## Week of Launch

- Order any refreshments you plan to serve at training sessions.
- Set up training rooms and test systems.
- Send out reminder notifications for training sessions.
- Set up any "Do-it-Yourself" video units and instructions in common areas.

## After Your Launch

### *(At Regular Intervals Such as 2 Months, 6 months and 1 Year After Launch)*

- Send out survey to employees to get feedback on training and how they are using video so far.
- Plan ongoing newsletter articles with tips or case studies to encourage continued usage.
- Report results to executives as well as employees.
- Showcase successful video users as your stars.

*Keep in mind that the success of your video program requires an ongoing effort to drive adoption. New employees need to be introduced to video. And, new video components need to be understood by all. It is important to continue to plan, promote, deploy, measure and optimize your training and awareness programs.*

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