



Unified Communications Launch Plan

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

VIDEO PROGRAM LAUNCH PLAN TIMELINE



Several Months Before Launch



- » Identify the business case for the new collaboration technology.
- » Identify key team members representing IT, Corporate Communications, Marketing, Facilities and Finance to discuss roles with a video deployment.
- » Identify potential champions in your organization to train. These champions will then help you train the rest of your organization.
- » Determine the goals for the video program and how success will be measured.
- » Create a baseline of user satisfaction within your organization of your current video system. This will help measure your progress in driving usage and adoption.
- » You may want to create marketing materials to launch the new collaboration initiative such as posters for the office and monthly email newsletters on the benefits of the program.



2-3 Months Before Launch

- › Set up your support team personnel and infrastructure. Work with facilities to finalize room design and room booking system.
- › Develop end-user training program. What will be covered? Who will conduct training? What types of events will you hold?
- › Plan activities to make a splash at launch, such as usage contests, open houses and video field trips or guest speakers.
- › Consider creating training tutorial videos for easy technology instruction. Learn more about how a training video can help your company.



1 Month Before Launch

- › Draft executive letter and/or email.
- › Reserve conference or boardroom needed for training.
- › Prepare your informational intranet site including contact information, user tips, who to contact for service and assistance, quick reference guides, a map of video locations and any other relevant information



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

- › 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 one 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.

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.

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.