**Kick-Off Meeting Agenda Template**

*Last Updated: May 2024*

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***This is a template for a kick-off meeting agenda - the italicized***

***text is intended to provide additional context and examples.***

*Kick-off your marketing campaign with a meeting of key stakeholders. Discuss objectives, identify target audience(s), and align upon next steps. Use this template to develop an agenda to share out in advance of the meeting. Erase the blue writing and insert your own text below.*

**ATTENDEES**

*Alphabetical listing of attendees.*

**DISCUSSION**

* Welcome + Brief Campaign Overview
  + *Explain the genesis of the project and why everyone is gathered*
* Introductions
  + *Meeting participants share name, title/office, and role for the project (if known)*
* Campaign Objectives
  + *Discuss and align on project impact, marketing objectives, and desired deliverables*
* Deliverables
  + *Known needs, such as the need to build a microsite*
* Target Audience
  + *Define the target audience to be able to refine and narrow campaign focus*
* Budget
  + *Go over the overall budget for the campaign (e.g. media, creative, hiring freelancers and out-of-house work needs)*
* Resources
  + *Determine internal capacity, pre-approved vendors, or the need for freelancers*
* Ways of Working
  + *Discuss team and individual responsibilities*
  + *How the various stakeholders prefer to communicate*
  + *How often meetings will be held, for how long, and in what format*
  + *How teams can support one another*
  + *When deliverables are due and how they should be shared*
* Potential Blockers
  + *Raise potential blockers to project completion and ideas on how to avoid/address them*
* Timeline
  + *Agree to target launch date and identify any timing barriers (e.g. holidays, team vacation dates, etc.)*
* Metrics for Success
  + *Discuss and align on metrics that will be used to measure the campaign’s success* 
    - *Marketing metrics often include things like:*
      * *Conversion Rate*
      * *Total number of conversions*
      * *Cost Per Acquisition (CPA)*
      * *Click Through Rate (CTR)*
      * *Cost Per Click (CPC)*
* Discussion + Questions
  + *Provide time for group to raise questions, concerns, and considerations*
* Next Steps
  + *Explain when notes from the meeting will be shared, when the next meeting will be held, and review team/individual action items*