

# INTERNAL PRODUCT LAUNCH GUIDELINES

## HOW TO MAKE AN IPL MAGICAL & MEMORABLE

<b>1. CAREFUL PREPARATION</b>	<ul style="list-style-type: none"> <li>▪ Choosing a time that causes minimal disruption will result in a higher turnout.</li> <li>▪ Consider your company's usual rhythm and operations.</li> <li>▪ Aim for a duration of around 60 minutes and no longer than 90.</li> <li>▪ Choose an accessible location – you'd be amazed at how we can transform a familiar company communal space.</li> <li>▪ Consider an engaging theme to dictate the tone of delivery.</li> <li>▪ Have a focal point eg: a display or backdrop to support your theme.</li> </ul>
<b>2. ATTENTION TO DETAIL</b>	<ul style="list-style-type: none"> <li>▪ Send invitations with ample time to ensure guests can prioritise the event in their diary – and send reminders.</li> <li>▪ Consider what medium would get the most engagement, e.g. calendar invite, an emailed video invitation or a physical printed invitation</li> </ul>
<b>3. HOW WILL GUESTS FEEL WHEN THEY ARRIVE</b>	<ul style="list-style-type: none"> <li>▪ What's the first thing they see?</li> <li>▪ What important messages should they engage with?</li> <li>▪ Is this the first time some guests have seen the product?</li> </ul>
<b>4. FEED THE RIGHT PEOPLE THE RIGHT INFORMATION</b>	<ul style="list-style-type: none"> <li>▪ Do you need a 2-tier launch with different levels of information?</li> <li>▪ Consider how guests should receive the information. Printed collateral? A presentation? Or are there opportunities for a hands-on experience?</li> <li>▪ It's important not to overwhelm your guests. Refine your information and prioritise the key messages.</li> </ul>
<b>5. CONSIDER EVERY TOUCHPOINT</b>	<ul style="list-style-type: none"> <li>▪ Put yourself in your guests' shoes. Walk through their intended experience; from invitation to post-presentation follow-up</li> <li>▪ Work through the event set up, including: arrival, greeting, waiting, visibility at seating, food/coffee service etc.</li> <li>▪ Finally, review departures, takeaway material and post-event follow-up.</li> </ul>
<b>5. CHECK YOUR CHECKLIST</b>	<ul style="list-style-type: none"> <li>▪ Before sending out the invitation, go through your Product Launch Checklist. This should cover information about the product, the IPL and market launch. If you don't already a checklist, you can <a href="#">download ours</a> and update it to suit your needs.</li> </ul>