Launch Event Planning Outline

1. Event Overview

- Event Name:
- Date & Time:
- Venue / Platform:
- Event Objective:
- Target Audience:

2. Planning Timeline

Task	Deadline	Responsible
Define goals & objectives		
Secure venue		
Send invitations		

3. Budget Outline

Item	Estimated Cost	Notes
Venue		
Catering		
Marketing		

4. Guest List

- VIP Guests
- Media/Press
- Partners/Sponsors
- Team Members

5. Event Program

1. Registration & Welcome
2. Opening Speech
3. Product/Service Introduction
4. Live Demonstration
5. Q&A Session
6. Networking
7. Closing Remarks

6. Promotion Plan

- Press Release
- Email Invitations
- Social Media Announcements
- Partners/Sponsors Promotion

- Event Page/Website

7. Logistics & Operations

- Venue Setup
- Technical Requirements
- Signage & Branding
- Catering Arrangements
- Photography/Videography
- Accessibility

8. Follow Up

- Thank You Notes
- Media Coverage Summary
- Feedback Collection
- Internal Review