Product Launch Event Checklist Template

Pre-Event Planning

☐ Define event goals & objectives ☐ Set the event budget ☐ Select launch date & time ☐ Book venue or online platform ☐ Create project timeline ☐ Assign responsibilities to team members

Marketing & Promotion

☐ Develop marketing plan ☐ Design event invitations ☐ Send out press releases ☐ Schedule social media promotion ☐ Prepare product demos/photos/videos ☐ Reach out to influencers & partners

Logistics

☐ Confirm event agenda ☐ Arrange A/V equipment ☐ Coordinate catering/snacks ☐ Order event supplies/materials ☐ Set up registration process ☐ Design event signage

During Event

☐ Test all technical equipment ☐ Set up product displays ☐ Greet and register guests ☐ Monitor event schedule ☐ Capture photos and videos ☐ Engage with guests and media

Post-Event

☐ Send thank you notes to attendees ☐ Share event highlights on social media ☐ Collect feedback from guests ☐ Debrief with event team ☐ Analyze event performance ☐ Archive event materials & photos