HELPING ORGANIZATIONS GET THEIR ONLINE TRAINING PROGRAM OFF THE GROUND SEAMLESSLY.

LMS LAUNCH PLAN

Knowledge anywhere

30 Days Prior to Launch

*Note: Some of these items might need to begin earlier depending upon the level of brand and cross-functional approval required

- Finalize Name and Tagline for Learning System
- Establish goals for system (e.g., 1,000 new users by March 25, 5,000 users by April 20, and 3,000 completed courses by July 20, etc.).
- Begin creating/ordering printed material (collateral, table tents, etc.)
- Begin building introduction external communication (if system is customer facing)
  - Email
  - Website
  - Social Media
  - Newsletter
  - Customer Events
- Begin building introduction internal communication
  - Email
  - Website
  - Social Media
  - Employee Newsletter
  - Posters and Table Tents

30 Days Prior to Launch (cont.)

*Note: Some of these items might need to begin earlier depending upon the level of brand and cross-functional approval required

- Send brief internal communication to leadership and solicit any feedback
- Send brief description to line management on their responsibilities and solicit feedback
- Set up and attend customer or technical support meeting to share the system
- Assign individuals who will handle technical support emails and calls
- Prepare a Frequently Asked Question (FAQ) Sheet (include how they will contact support)
- Set up an email alias for technical support questions
- Send a "teaser" email out (e.g., "Something new is coming your way in 30 days…")
- Prepare press release if system is external facing
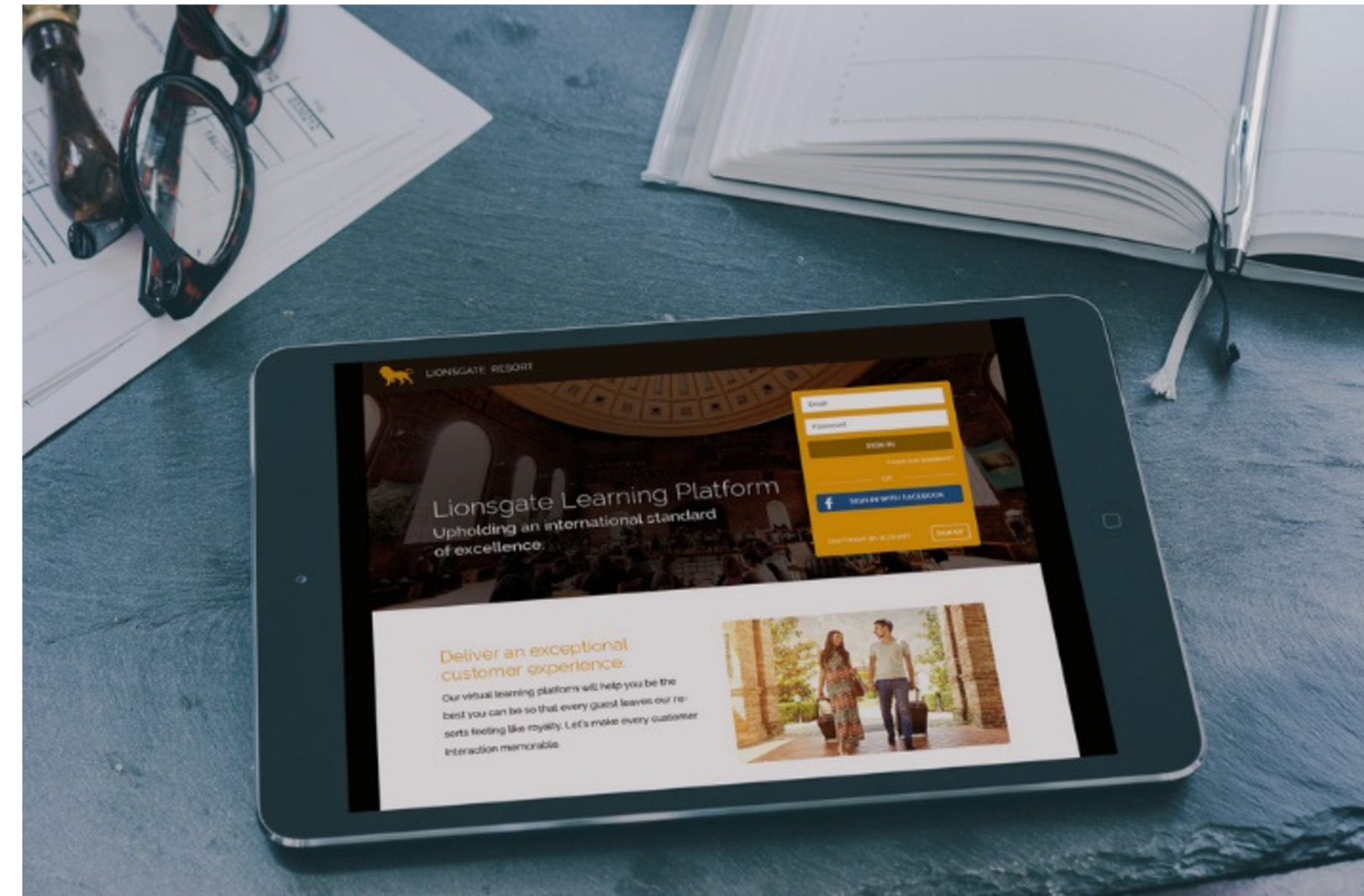- Build structure for contest or incentive program
- Other

7 Days Prior to Launch

- Send internal communication to leadership regarding the new system and goals

- Send communication to line management confirming their responsibilities

- Pilot communication with a few users to ensure the instructions are clear

- Send email to customer-facing system regarding the new system with the FAQ

- Mail out printed material

- Finalize customer email communication, email list, and distribution delivery method

- Develop a brief video introduction

- Other

At Launch

- Send email communication regarding new system and how to access to the system. Include how they will contact support.
- Post announcement (Web, Internal sites, LinkedIn, Twitter)
- Post physical collateral
- Suggest adding note on customer-facing email signature (e.g., "See our new learning system at...")
- Test email alias for immediate response
- Send reinforcement communication to line management on their responsibilities
- Build list of questions to improve instructions and or FAQ
- Send Press Release
- Announce contest or incentive
- Post video overview and introduction
- Other

30 Days Post-Launch

- Send email communication regarding new program and how to access to the system

- Update instruction based upon questions and feedback

- Review learner feedback

- Review results compared to pre-established goals

- Update leadership team on progress

- Thank team who participated in the development

- Update announcement on website

- Touch base with customer service and technical support on awareness and questions

- Other

60 Days Post-Launch

- Send out notice on new courses available

- Audit responses to learners' questions and suggestions

- Review learner feedback and look for areas to improve

- Post positive comments from learners

- Review results compared to pre-established goals

- Update leadership team on progress

- Provide an update on contest

- Complete post launch review with the team. What went well and what could be improved on?

- Other

Ongoing

- Send out notice on new courses available
- Post positive comments from learners
- Review results compared to pre-established goals
- Update leadership team on progress

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