1. Overall approach

Who is on the launch design team?	
Involvement **- core group** **- whole community** **- activity-based**	Is the membership well defined? Do people already have an identity associated with this community? Will people feel excluded?
Meeting design **One community versus several communities**	Do we want maximum freedom in working on our community? Could we gain from working with other communities?
Management involvement	Do we want to invite a management sponsor to the event? What message should they bring?
Visibility High versus low	How much do we need to publicize the event? What are the trade-offs?

Community-launch design template

2. Preliminary assessment questions

Question	Answer	Implications for meeting design
What do they know about communities of practice?		E.g., educational presentation
Do they need to be motivated to come?		E.g., need for an attraction such as a speaker
What is their understanding of the strategic context? How clear is the commitment of the organization, if any?		E.g., management presentation or expert testimony

Community:_____ **Community-launch design template**

Preliminary assessment questions (cont.)

Question	Answer	Implications for meeting design
How well do they know each other? Are there already established leaders?		E.g., need for ice-breaking activities or informal time
At what stage of development is the community?		E.g., history to build on or activities to assess
Do they already have experience learning together? How much interest will people have in community design? What could they do to get value out of the meeting?		E.g., need for content activities at the launch such as problem solving, discussion, expert presentations

3. Meeting design

Category	Issues or activity	Notes about meeting design
Introduction	How to set the tone for the meeting?	
Getting to know one another	Introduction and some brief activities so people get to hear about each other	
Context setting	How we got here as a group? Need to have a manager set the strategic context?	
Education	How much basic understanding about communities of practice do people need to gain?	
Community design	Review and adapt the community design template	

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Meeting design (cont.)

Category	Issues or activity	Notes about meeting design
Keynote, framing, or case study	Need for an expert presentation or other special event to make the meeting exciting?	
Practice-building activities	What kind of content activities will make people feel this was worth their time?	
Community-design activities	Get the group to decide on next steps and take some responsibilities for making things happen	
Reflection	Invite people to reflect on what they are learning and what is being proposed. At what points in the meeting?	
Informal time and social events	Make sure there is enough of this. When and what kind?	

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4. Face-to-face logistics

Category	Issues or activity	Implications for meeting design
Agenda	Use the generic launch agenda and adapt it to design your own	
Facilitation	Who will facilitate? What will they do?	
Room	Where? How set up?	
A/V and accessories	Specific A/V needs Flipcharts	
Food and refreshments	Meals and breaks	
Travel	How many people from out of town? Accommodation? Travel funds?	
Others		

5. Participants in the launch

Potential invitees	Must	Should	Could	Invitation Text or content	How sent?

6. Follow-up

Category	Issues or activity	Implications for meeting design
Sponsorship	Who is ready to commit sponsorship?	
Support	What kind of support can the community count on?	
Technology	What technology infrastructure is available?	
Resources	Are resources such as a budget, dedicated time, travel expenses, etc.?	
Possible activities	What level of activity would be realistic after the launch? Any specific ideas?	
Others		

7. Assigned tasks

Communities of practice:_____ Date: _____			
Short-term action plan			
Action	**By whom**	**By when**	**Outcome**

8. Notes and comments