

Activity / Task	Description	Timing (due date, execution date or completion date)	Who
Prelaunch Activities and Calendar			
Internal			
Launch Plan and Budget developed and approved	<i>Determine test area or full expansion area marketing plan including end user advertising plan and budget; trade advertising and merchandising materials plan and budget; merchandising plan and budget; educational plan and budget; publicity plan and budget; sales promotion plan and budget including prospect incentives if required; cooperative advertising policies; trade allowances, stocking charge policies; etc.</i>		
Press Release prepared and approved			
Press contact list prepared			
Promotional Materials Prepared and delivered			
Website Content developed and completed			
Advertising Campaign developed and completed	<i>Describe campaign elements: timing of production; critical due dates; and budget for both end user and trade advertising. Include print advertising, direct mail, electronic, email, components, etc.</i>		
Event locations selected and booked			
Launch Activities and Calendar			
External			