

# Project Start Up

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## Kick-Off Meeting

Initial Release	1.0
Date:	January 1997

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### *What is the Project Kick-Off Meeting?*

Communication is critical to the success of any project. One key communication method is project team meetings. One of the tasks that is to be completed at the start of a project is to conduct the first project team meeting, known as the project kick-off meeting. The kick-off meeting may be held prior to baselining the project plan.

### *Purpose of Meeting*

The kick-off meeting provides a forum to:

- Publicly state that the project is beginning
- Communicate the shared view of the project
- Establish a commitment by all who affect the project's outcome

### *Who Should Attend?*

This meeting is a gathering of the project team, stakeholders, executive management, and others who need to officially recognize the start of a project.

Participation in the meeting may be by representation, as opposed to every individual actually attending the meeting.

### *Format*

The format of the meeting should be driven by:

- The size of the project
- The complexity of the project

Obviously, projects that have multiple locations involved will need close coordination for this meeting.

The timeframe is usually one hour and should not be viewed as a status meeting. Generally, the format is a presentation model with little interactive discussion, except as a question-answer period near the end of the meeting.

Notification of the meeting's occurrence should be formal and in writing, again to convey the importance of the project starting. Some key stakeholders and executive management may need to be contacted prior to selecting a date to determine their schedule availability.

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### *What Follows from Here?*

People who attend the meeting should leave with a clear view of:

- Who the Project Manager is.
- Project organization is and who the key project staff are.
- What the project statement is -- scope, definition, and objectives.
- What the general schedule, budget, and activities are.
- Who the key customers and stakeholders are.
- What the benefits are that these groups will realize upon completion of the project.
- What the challenges are to complete the project.
- Where do we go from here?