Planning Guide
for New Product Blueprinting Workshop

Thank you for hosting this workshop! This guide will take the guesswork out of your preparations and help make your workshop a success. (See www.blueprintingstartup.com for more details.) If you have any questions, please contact Ann Eiden at ann.eiden@theaiminstitute.com or Marilyn Thomas at marilyn.thomas@theaiminstitute.com. A typical timeline leading up to the workshop follows:

Done (✓)	Weeks Prior to Workshop	Pre-Workshop Milestone
	6-8	**Appoint Workshop Coordinator**. This person will coordinate meeting preparations and facility arrangements. Please forward this person's contact info to Ann Eiden at ann.eiden@theaiminstitute.com (or Marilyn Thomas at marilyn.thomas@theaiminstitute.com.)
	6-8	**Invite Workshop Participants.** Ask your intended participants to mark this workshop on their calendars. Organize into 3-5 market-focused teams, with a team leader assigned to each team. Teams should be multi-functional. A typical composition is 1/3rd marketing, 1/3rd technical and 1/3rd "other" (sales, management, manufacturing, finance, HR, etc.)
	6-8	**Reserve Meeting Facility**. This can either be a local hotel or a company site. The ideal setup is a large meeting room with tables in a U-Shape (for 20-30 people)... and small tables around this room perimeter, one for each team (with projectors and screens). If a large enough room is unavailable, please arrange one main meeting room with the U-Shape tables, plus 1 small breakout room per team. All rooms should have internet connectivity. (See Page 2)
	6-8	**Review with IT.** Your teams will be using www.blueprintingcenter.com and cloud-based Blueprinter 5.0 software. Please send us contact information for your IT leader, so they can 1) understand our security policies, 2) conduct a trial activation of our software to ensure a smooth learner experience, and 3) whitelist the following sites... no-reply@Mg.blueprintercenter.com www.blueprintingcenter.com www.blueprinterlogin.com www.minesweeperlogin.com
	4-6	**Coordinate Travel**. Reserve sleeping rooms for those flying in, and communicate travel suggestions (as well as casual dress code & meeting times) to participants. The initial 2-day workshop runs from 8:00am to 5:30pm on Day 1, and 8:00am to 4:00pm on Day 2.
	4-6	**Update AIM**. Provide info to help AIM prepare online access & tent cards: Participant list, showing first & last name, email address, job function & team name. Please indicate team leaders.
	4-6	**Secure Digital Projectors**. We'll need one high-lumen projector for the main meeting room and one small unit for each breakout table/room. Since teams will need portable projectors for customer interviews, consider purchasing some small units (e.g. Optoma ML1050ST) if needed.
	3-4	**Conduct Team Leader Webcon**. The AIM Trainer or Coach has a 1-hour pre-workshop web-conference with team leaders to discuss their project scopes. Ann Eiden can have a webcon link & phone conference number sent to the Workshop Coordinator for distribution to team leaders.
	3-4	**Finalize Hotel Arrangements**. Finalize meeting room & equipment setup (see Page 2), and arrange lunch meals (~noon) and breaks (~9:30 and ~2:30). Consider pre-meeting breakfasts (7:15-8:00) with a little protein (yogurt, eggs, etc.) to boost early-morning energy.
	3-4	**Coordinate Workshop Shipment**. Please provide a local name & address so AIM can ship all workshop materials. We'd appreciate it if the receiving person confirms receipt of the boxes with an email to ann.eiden@theaiminstitute.com.
	3-4	**Make Final Arrangements**: Make (optional) dinner/entertainment plans for participants (beginning 6:00pm or later). Also, please email the trainer's hotel accomodations/directions to him/her, and arrange to have shipped box of supplies moved to meeting room by 7:00am of Day 1. Thanks!

Figure 1: Recommended Room Setup
New Product Blueprinting Workshop

Main Meeting Room

Projection screen: 8 feet wide minimum

Flipchart

1 Display Table

Flipchart

3M "Post-It" style flipcharts with fresh markers

"Winged" U-Shape to improve screen visibility

Digital projector (XGA: 1024x768 pixels)

Table for Projector

Tables to seat up to 8 -10 people

2 Clip-on microphones (if ventilation is noisy)

Tables to seat up to 8 -10 people

Connected power strip under table

Tables to seat up to 8-10 people

Standard classroom-style tables

Chairs with arm-rests that can be reclined (optional but appreciated!)

Break-Out Rooms
(One per Team, with Seating for 8-10)

Digital projector (XGA: 1024x768 pixels)

Projection screen

Connected power strip under table

High-speed internet connection

Flipchart