![The AIM Institute logo]

NEW PRODUCT BLUEPRINTING
TIMELINE

View the startup tips and learn more about what's expected from each of the key roles in the New Product Blueprinting process at
www.blueprintingstartup.com

My Workshop Date

Key Roles

ES	**EXECUTIVE SPONSOR**
PM	**PROGRAM MANAGER**
WC	**WORKSHOP COORDINATOR**
TL	**TEAM LEADER**
A	**ATTENDEE**

ES PM
WC TL
A

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8 WEEKS
PRIOR TO WORKSHOP

- ES Finalize the workshop date
- ES Assign a Workshop Coordinator
- WC Accept Initial Assignment
- WC Send Key Info to AIM

7 WEEKS
PRIOR TO WORKSHOP

- ES Finalize the workshop location
- ES Assign a Program Manager
- ES Select Attendees
- PM Select/Confirm Attendees
- WC Reserve Meeting Facility

6 WEEKS
PRIOR TO WORKSHOP

- ES Select Team Leaders
- PM Help Establish Teams
- PM Assign Team Leaders
- WC Coordinate Blueprinter Software IT Review
- WC Coordinate Travel
- TL Review The Workshop Agenda

5 WEEKS
PRIOR TO WORKSHOP

- WC Secure Digital Projectors

4 WEEKS
PRIOR TO WORKSHOP

- PM Monitor Workshop Preparations
- PM Help Determine Target Segments
- WC Finalize Hotel (or Facility) Arrangements
- WC Coordinate Workshop Shipment
- TL Log-in to AIM Blueprinting Center; Complete pre-workshop preparation items
- A Log-in to AIM Blueprinting Center; Complete pre-workshop preparation items

3 WEEKS
PRIOR TO WORKSHOP

- WC Make Final Arrangements
- TL Attend the Team Leader Web Conference
- A Touch Base with the Team Leader
- A Clear Your Schedule

2 WEEKS
PRIOR TO WORKSHOP

- WC Communicate Changes to AIM
- A Make sure you have completed all pre-workshop prep items