Sample kickoff agenda

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| Time *(min)* | Person | Topic |
| 5 | Proposal Mgr. | Welcome everyone and introduce participants |
| 5 | Senior Mgr. | Deliver motivational remarks and indicate organizational commitment |
| 10 | Sales, Capture, or Marketing Lead | Give background on the customer and the opportunity |
| 45 | Proposal Mgr. | Distribute and discuss the proposal management plan (PMP), including outline, executive summary, work breakdown structure (WBS), writers’ packages, and storyboards (when used) |
| 10 | **Break** |  |
| 5 | Tech Vol. Mgr. | Outline technical approach |
| 5 | Mgmt. Vol. Mgr. | Outline management approach |
| 5 | Cost Vol. Mgr. | Outline costing approach |
| 15 | Proposal Mgr. | Discuss daily proposal operations and schedule |
| 15 | Proposal Mgr. | Answer contributors’ questions and dismiss meeting |