**ROLL OUT DOC TEMPLATE**

**When**

* Date and Time
* What led to this decision?

**Where**

* Location
* What led to this decision?

**Branded Name**

* What are we calling this?

**Promotion Strategy**

* How will we promote this? Strategy and timeline.

**Execution Details**

* What will this look like?
* What programming elements are included?
* What will be uniquely significant? (Food/Swag/Content, Etc.)

**Staff Role**

* How will the execution team be equipped?
* What will the execution team be responsible for?

**DreamTeam Role**

* What will they need to know and do?
* Who will equip them?

**FAQ’s**

* What significant questions will Staff, DreamTeam and guests ask?
* Help to bring talking points and clarity to the project.