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After you decide to make Cisco Unified MeetingPlace a key component of your conferencing strategy, it is time to roll out Cisco Unified MeetingPlace to the employees in your organization.

The Rapid Adoption Plan (RAP) is a flexible program that can be quickly adopted to address your current processes. The RAP is a five-step plan that introduces the employees in your organization to Cisco Unified MeetingPlace, trains them on the system, and gets them using it. The goal of RAP is to get everyone up and running on Cisco Unified MeetingPlace quickly.

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Preparing Your Organization for Cisco Unified MeetingPlace

Before introducing Cisco Unified MeetingPlace to the employees in your organization, you need to define how Cisco Unified MeetingPlace supports your business initiatives. You will brand the Cisco Unified MeetingPlace system with your organization name, customize system tools, prepare the support staff, and complete other preannouncement tasks. The RAP provides sample e-mails that generate initial awareness while providing the employees in your organization the basic skills they need to use Cisco Unified MeetingPlace.

Worksheet 1: Preparing Your Organization for Cisco Unified MeetingPlace

Perform the tasks in this worksheet before you roll out the Cisco Unified MeetingPlace system.

Table: Worksheet 1: Preparing Your Organization for Cisco Unified MeetingPlace

Task	Owner	Status	Notes
Strategy Planning			
1. Decide if you will be using an enterprise-wide or departmental strategy.			
2. If you will be using a departmental strategy, define the key departments that will use this solution:			
3. List the main goals that you need to accomplish by moving to Cisco Unified MeetingPlace. (For example, eliminate a long-distance carrier, integrate Microsoft Outlook into desktop infrastructure, etc.)			
Campaign Planning			
4. Customize electronic marketing campaigns, such as e-mails.			
5. Customize the Cisco Unified MeetingPlace templates as required (for web conferencing, Microsoft Outlook, etc).			
System Administrator Training			
6. Determine dates and times for remote training classes for system administrators.			
Delegate, Attendant, and Help Desk Training			
7. Determine dates and times for remote training classes for delegates, attendants, and help desk personnel.			
End User Training			
8. Determine dates and times for remote training classes for end users.			
Final Step			
9. Incorporate feedback from the pilot group into all strategies.			

Announcing Cisco Unified MeetingPlace to Your Organization

Cisco Unified MeetingPlace announcements may be made via any combination of e-mail and company intranet communications, depending on your needs and culture. During this time, users should also receive Quick Start Guides.

- **E-mail campaigns.** Announcements to generate initial awareness and provide employees with the basic skills to use Cisco Unified MeetingPlace.
- **Quick Start Guides.** These guides contain the basic steps for scheduling, attending, and collaborating in meetings. See http://www.cisco.com/en/US/products/sw/ps5664/ps5669/products_user_guide_list.html

Worksheet 2: Announcing Cisco Unified MeetingPlace to Your Organization

Perform the tasks in this worksheet in the first and second weeks during which you are rolling out the Cisco Unified MeetingPlace system.

Table: Worksheet 2: Announcing Cisco Unified MeetingPlace to Your Organization

Task	Owner	Status	Notes
1. Define the audience that you are targeting: enterprise-wide, marketing department, sales department, etc.			
2. Start an e-mail campaign:			
<ul style="list-style-type: none"> • Announce Cisco Unified MeetingPlace. 			
<ul style="list-style-type: none"> • Define profile with training invitation. 			
<ul style="list-style-type: none"> • Distribute any Quick Start Guides. 			
3. Start a corporate newsletter campaign:			
<ul style="list-style-type: none"> • Submit tips and success stories for your corporate newsletter. 			

Training with the Quick Start Materials

You can choose from a variety of training experiences, such as end-user training, which takes place in an online environment, and e-learning modules, which allow users to learn at their own pace.

Worksheet 3: Training with the Quick Start Materials

You can choose from a variety of training experiences, such as end-user training, which is conducted by training experts and takes place in an online environment, and e-learning modules, which allow users to learn at their own pace.

Perform the tasks in this worksheet in the second and third weeks in which you have the Cisco Unified MeetingPlace system.

Table: Worksheet 3: Training with the Quick Start Materials

Task	Owner	Status	Notes
Email Campaign			
1. Begin an e-mail campaign about tips on using the Cisco Unified MeetingPlace system:			
<ul style="list-style-type: none"> • Send one Cisco Unified MeetingPlace tip each week for six weeks. Send these on the same day of the week. 			
<ul style="list-style-type: none"> • Send one Cisco Unified MeetingPlace application each week for six weeks. 			

Send these on the same day of the week.			
Marketing Strategy			
2. Choose one of the following on-site marketing strategies:			
<ul style="list-style-type: none"> • All hands demonstration (a ten-minute demonstration during a company-wide meeting) 			
<ul style="list-style-type: none"> • Lunch demonstration (a non hands-on session) 			
<ul style="list-style-type: none"> • Technology fair 			
<ul style="list-style-type: none"> • Lobby presentation 			
End-User Training			
3. Plan end-user training:			
<ul style="list-style-type: none"> • Determine the dates and times for remote training classes. 			
<ul style="list-style-type: none"> • Distribute training materials to the user community if necessary. 			
<ul style="list-style-type: none"> • Send an e-mail reminder the day before the training with the training slides. 			
<ul style="list-style-type: none"> • Encourage end users to attend Cisco WebEx University at http://university.webex.com/training/student/content/welcome.do. This provides training for all Cisco WebEx features and productivity tools. 			

Continuing Training and Providing Information

Identify specific user groups who may need extra assistance in understanding the direct benefits of Cisco Unified MeetingPlace.

Worksheet 4: Continuing Training and Providing Information

Perform the tasks in this worksheet starting in the third week in which you have the Cisco Unified MeetingPlace system.

Table: Worksheet 4: Continuing Training and Providing Information

Task	Owner	Status	Notes
Pre-Training Tasks			
1. Send an e-mail blast once a month to all users with training opportunities.			
Training Development Tasks			
2. Begin a departmental strategy (for deeper deployment):			
<ul style="list-style-type: none"> • Identify top departments: 			

• Identify the managers in the top departments:			
• Identify the top users in the top departments:			
• Define 3 to 5 specific department application stories. These stories guide demonstrations, presentations, and training:			
• Create appropriate leave-behind materials for the department.			
• Create a demonstration or other appropriate presentation format for the department.			
• Distribute any application stories from other customers in the same department.			
• Assign an expert buddy to each department to answer questions.			
Post-Training Tasks			
3. Determine the next departments with which to work:			

Monitoring and Expanding Your Deployment

Analyze current trends, including usage, end-user experiences, customer satisfaction, and productivity gains. Based on those findings, design a plan for the next phase of the Cisco Unified MeetingPlace integration.

Worksheet 5: Monitoring and Expanding Your Deployment

Perform the tasks in this worksheet starting in the third month in which you have the Cisco Unified MeetingPlace system.

Table: Worksheet 5: Monitoring and Expanding Your Deployment

Task	Owner	Status	Notes

Review system usage patterns by running either the Raw Meeting Detail or Billing Information Detail report.

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