































# Meeting Template - Sample Agenda & Minutes







<b>Meeting Title</b>	<b>Team Meeting – Brainstorm and Plan Online Marketing Strategies for next 12 months</b>		
<b>Meeting Objective</b> 	<p>At the conclusion of the meeting the team will have completed:</p> <ul style="list-style-type: none"> <li>Initial planning for online marketing strategies for the next 12 months</li> <li>Identified 2 new key initiatives for immediate implementation</li> <li>Assigned responsibilities for key tasks associated with new initiatives</li> <li>Evaluated the performance of the marketing initiatives run over last 12 months</li> <li>Agreed on dates for progress reports on new initiatives to be circulated to the team</li> <li>Recorded all agreements in the meeting minutes</li> <li>Set date for next team meeting</li> </ul>		
<b>Meeting Date</b> 	10 <sup>th</sup> March 20**	<b>Meeting Start &amp; Finish Time</b> 	<b>Start Time</b> 9.00am <b>Finish Time</b> 4.00pm
<b>Meeting Venue</b> 	Hotel Conference Room B	<b>Chairperson</b> 	Jane
<b>Minute Taker</b> 	Joe	<b>Time Keeper</b> 	Steve
<b>Meeting Attendees</b> 	 Jane  Joe  Steve  Sue	 Rick  Tom  Chris  Amy	 Mike  Rachel  Cheryl  Charlie

<b>Agenda Category</b> 	<b>Agenda Topic</b> 	<b>Topic Start Time</b> 	<b>Discussion Notes</b> 	<b>Person Responsible</b> 	<b>Previous Minutes Reference</b> 
<b>1- Strategic Planning</b>	1 - New Online Marketing Strategies – Brainstorm new ideas and agree to 2 new strategies for next 12 months.	9.00 am	<ol style="list-style-type: none"> <li>Meeting Welcome and Introductions</li> <li>Mini workshop session held to brainstorm 2 new marketing strategies for next 12 months. Team was divided into 3 groups of 4 to complete the exercise</li> <li>Two new online marketing strategies agreed by the team:               <ol style="list-style-type: none"> <li>Set up Facebook Business Page</li> <li>Start developing Team Website</li> </ol> </li> </ol>	Jane	None







# Meeting Template - Sample Agenda & Minutes

Agenda Category 	Agenda Topic 	Topic Start Time 	Discussion Notes 	Person Responsible 	Previous Minutes Reference 
Break	Morning Break	10.30 am			
1 - Strategic Planning	1 - New Online Marketing Strategies - Brainstorm new ideas and agree to 2 new strategies for next 12 months.	10.50 am	<ol style="list-style-type: none"> <li>4. Develop Business Page for Facebook and start marketing campaign by April 1<sup>st</sup> 20** to build business following on Facebook</li> <li>5. Research requirements for building team website and provide feedback on best options to next team meeting</li> <li>6. Recommended website platform agreed by the team - Site Build It (SBI)</li> </ol>	<p>Steve, Tom, Sue, Mike, and Amy</p> <p>Jane, Joe, Rick, Chris, Rachel, Cheryl and Charlie</p>	None
2 - Business Growth Initiatives	2 - Evaluate performance of marketing initiatives from the previous 12 months	12.00 Noon	<ol style="list-style-type: none"> <li>1. Jane briefed the group on the results of 3 key marketing initiatives run over the last 12 months</li> <li>2. Jane provided comprehensive reports completed by Rick with recorded data to support discussions</li> <li>3. Rick provided a detailed cost/benefit analysis of the results from each of the three marketing initiatives and recommendations regarding ongoing viability</li> <li>4. The team were invited to contribute to discussions around ongoing feasibility of each marketing strategy</li> </ol>	Rick	See Category 1, Agenda Item 2 from Previous Minutes dated Feb 15, 20**

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Agenda Category 	Agenda Topic 	Topic Start Time 	Discussion Notes 	Person Responsible 	Previous Minutes Reference 
Break	Lunch Break	1.00 PM			
2 - Business Growth Initiatives	2 - Evaluate performance of marketing initiatives from the previous 12 months	2.00 PM	<ol style="list-style-type: none"> <li>Based on the results submitted by Rick and subsequent team discussions, the team agreed to discontinue the Team's online Marketing Page and associated PPC campaign but retain the customized online marketing system and Email Marketing Platform</li> <li>Discontinue Team Marketing Page</li> <li>Suspend PPC campaign associated with Team Marketing page</li> </ol>	<p>Tom and Amy</p> <p>Rachel and Charlie</p>	
Break	Afternoon Break	3.15 PM			
3- Business Administration and Miscellaneous	3 - Bulk Order of Business Cards	3.30 PM	<ol style="list-style-type: none"> <li>Amy briefed the team on the special bulk purchase deal she has negotiated for design and printing of business cards.</li> <li>Amy provided details of business card design and print providers so orders can be placed by April 30<sup>th</sup> 20**</li> </ol>	Amy	See Category 3, Agenda Item 6 from previous minutes dated Feb 15 <sup>th</sup> 20**
	4 - Release of new offline marketing tool	3.40 PM	<ol style="list-style-type: none"> <li>Jane briefed the team on the release of a brand new offline marketing tool which has been market tested and is showing great results in the market place.</li> <li>Jane provided a couple of samples of this new tool for the team to review</li> </ol>	Jane	

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Agenda Category 	Agenda Topic 	Topic Start Time 	<h2 style="text-align: center;">Discussion Notes</h2> 	Person Responsible 	Previous Minutes Reference 
<b>3- Business Administration and Miscellaneous</b>	4 - Release of new offline marketing tool		<ol style="list-style-type: none"> <li>3. Rachel suggested a small group workshop be included in the next meeting agenda to brainstorm and explore the most effective ways of using this exciting new tool.</li> <li>4. The team agreed unanimously that this was an excellent idea and Rachel agreed to facilitate a mini workshop at the next meeting to be held in April.</li> </ol>	Rachel	
<b>4- Next Meeting - Dates/times/venue etc...and Agreements &amp; Follow Ups</b>	5 - Next Meeting, Progress Checks, Agreements and Follow Ups	3.50 PM	<ol style="list-style-type: none"> <li>1. Progress check on commencement of Facebook business page due via Email to team by April 10<sup>th</sup> 20**</li> <li>2. Details on what's required to start new team website using SBI platform due by next meeting on April 25<sup>th</sup></li> <li>3. Confirmation of discontinuation of team marketing page via Email to team by March 15<sup>th</sup></li> <li>4. Confirmation of suspension of PPC campaign via Email to team by March 15<sup>th</sup></li> <li>5. Place Orders for design/print of business cards by April 30<sup>th</sup></li> <li>6. Mini Workshop plan for brainstorming effective ways to use new offline marketing tool to be sent to team by April 23<sup>rd</sup> in time for next meeting</li> <li>7. Next meeting – April 25<sup>th</sup> at 9.00AM, at Hotel Conference Room B</li> </ol>	Steve, Tom, Sue, Mike, and Amy  Jane, Joe, Rick, Chris, Rachel, Cheryl and Charlie  Tom and Amy  Rachel and Charlie  Whole Team  Rachel  Jane	
<b>Meeting Closed</b>		4.00 PM			