New Advertising Strategies for our Services at M-Global, Inc.

To Attend: Team Leader- (James Hernandez), Meeting Chair- (Sally Harkin),

Scribe- (Bill Samuelson), Time-Keeper- (Jody Simmons)

From: Team Leader- (James Hernandez)

Meeting Date: September 9, 2020

Time: 2:00 p.m.

Place: Conference Room 1

Objective: Developing a Report on New Advertising Strategies

Reports: James Hernandez – Discusses record recordings on most and least services being

used by clients (2:05 p.m. – 2:25 p.m.)

Sally Harkin – Discusses current Advertising practices being incorporated at

M-Global (2:25 p.m. – 2:45 p.m.)

Bill Samuelson – Reports on recent survey from focus group for new

advertisements in development (2:45 p.m. – 3:05 p.m.)

Jody Simmons – Report on Competitors Advertisement strategies

(3:05 p.m. – 4:25 p.m.)

Action: Begin preparing materials to help advertisement teams to incorporate new/ in

development strategies and keep track of how impactful these new experimental

strategies are compared to previous.