



TUP GEAR - COMMUNITY & CREATIVES MINUTES OF THE MEETING

September 28, 2025

I. CALL TO ORDER

The meeting was held online via Discord on September 28, 2025 that was presided over by Matthew Troy Quinto AKA Xyrzeia which started at 8:10PM.

I. ATTENDEES

- [CMO] Xyrzeia
- [ASSOC] WhonJick
- [ASSOC] Tyler Durden
- [ASSOC] matrix09

II. AGENDA

- Marketing Department Recruitment TikTok Video Ideas
- GEAR Sponsor Tracker
- GEAR Pitch Decks
- Further Announcements
- Inquiries

III. MEETING NOTES

The meeting started with [CMO] Xyrzeia addressing that no mock pitches from the marketing associates would be held as the GEAR CEO Nyx was not present to monitor. Xyrzeia then proceeded with the agendas.

AGENDA 1: Marketing Department Recruitment TikTok Video Ideas by: Xyrzeia

- The top three ideas were decided by the team to determine the three GEAR marketing department recruitment TikTok videos.
- Utilizing the pinned messages on the Marketing Department GC, the TikTok video ideas were discussed thoroughly with Xyrzeia stressing the

significance of the popularity of the ideas in various social media platforms.

- 3 ideas were picked because the team would create 3 TikTok recruitment videos.
- **Top 3 Marketing Department Recruitment TikTok Video Ideas**
 - “Touch me one more time and you will see who I am”
 - Aegyoalan Elevator Prank- Tyler Durden would do the prank on an SM Manila elevator. Pleading the viewers to join the Marketing Department of GEAR with other members of the marketing behind him.
 - Non-Chalant- A member from the team would be talking to a sponsor. Someone from the outside would say that they would never land that sponsorship and throw a rock to the member. That member would “non-chalantly” grab the rock and successfully grab the sponsorship.
- After the confirmation of the ideas, Xyrzeia stated that the concept and flow for each idea would be discussed through messages on the GEAR Marketing Department GC. Recording process would be on September 30, 2025, 11:30AM-4:00PM. Xyrzeia stated that he would not be present at a majority of those times as he has classes from 12:00PM-3:00PM.
- Xyrzeia has given authorization to the marketing associates to start the recording process without him if their classes end early as long as he is thoroughly informed through the proper channels.

AGENDA 2: GEAR Sponsor Tracker by Xyrzeia

- Xyrzeia asked the marketing associates if there are any room for improvements to the current sponsor tracker of the GEAR Marketing Department.
- WhonJick expressed his idea of adding a “waiting” status to the status column of the sponsor tracker for companies that have not responded yet. Xyrzeia clarified that if a company has a “blank” status, then there are no responses yet.
- Tyler Durden expressed his idea of adding a “last contacted” column in the sponsor tracker. Inputting the dates of any recent updates from a given company.
- Xyrzeia also shared his idea of constant updates for the primary and secondary contacts of the sponsor tracker and if they are not found through Google and Linked In, contacting other university organization with their organization can be a viable way to acquire their primary and secondary contacts.
- WhonJick inquires if the missing contacts means if their respective companies in the sponsor tracker have not been contacted yet. Xyrzeia clarifies that they have either been contacted and not updated yet or no information whatsoever.

AGENDA 3: GEAR Pitch Decks by Xyrzeia

- Xyrzeia simply stated the nature of GEAR Marketing Department's Pitch decks.
- Xyrzeia states that the majority of the deck is handled by either GEAR's CEO, CTO and CMO. These decks are tailor made depending on the company these decks are to be pitched in. The difference from these decks and their respective company pitches are few at most.
- Xyrzeia also states that he can assign an associate to edit parts of a pitch deck tailor made to a specific company. This also is in conjunction of aforementioned associate doing the pitch to that same company as well.

AGENDA 4: Further Announcements by Xyrzeia

- It was announced that a tentative Marketing workshop would take place on March 2026 or later. The workshop would feature discussions of the roles and responsibilities of marketing officers as well as team-building activities.
- Xyrzeia also announced that training for marketing associates would start by late November or early December for potential Marketing Head and Interim CMO. He states that after the training, marketing associates would do a mock pitch on executives and vote for who will be the new marketing department's head and interim CMO.
- Xyrzeia also announced the meeting absentee rules in the GEAR Marketing Department.
 - 3 absents = Warning
 - 4th absent = Letter of courtesy resignation

AGENDA 5: Inquiries

- Tyler Durden inquired if sponsor emailing would be discussed next meeting. Xyrzeia clarified that that is the case and further informed the associates that emailing sponsors area easy. The hard part lies on actually finding them and the actual pitching due to the monetary values on the line.
- Xyrzeia also stated that the next meeting + mock pitch is to be announced.

ADJOURNMENT

The meeting ended with [CMO] Xyrzeia dismissing everyone at 8:58PM

PROPOSED BY:

Joseph C. Arenas

TUP GEAR – Marketing Associate