

## Exercise 1

~~Discussion Points~~

## Agenda Item :

- Discuss new Marketing Plan

## Discussion Points :

- Mr. Smith emphasized the need to invest more in social media marketing as agreed in the <sup>previous</sup> ~~last~~ meeting
- Mr. Smith suggested to actively update & Facebook page and Twitter account
- Mr. Smith highlighted the importance of studying competitor's techniques
- Mr. Smith emphasized to provide quick response to customer comments and queries
- Mr. Smith suggested that a dedicated team be responsible for managing customer interactions

## Action Items :

- Study competitor's techniques to identify our company's areas of improvement
- a dedicated team will be formed to manage the company's social media accounts and customer interaction

## Exercise 2

## Agenda Item:

- Discuss Decline in Sales

## Discussion Points:

- Mr. Bernard emphasizes to look for reasons for decline in profits
- Mr. Sam informs that sales are down only by 5%.
- Mr. Sam highlights that <sup>company's</sup> ~~our~~ budget to promote sales is less
- Mr. Sam suggests that the company should release new products.

## Exercise 3

## Script

Date : [Date]

Time : [Time]

Location : [Location]

## Attendees:

Chairperson

Thomas Brown

Lily Green

Chuck Newman

Michael Matt

Tom Brady

## Absentees:

Bella

Tim

## Agenda Items:

1. Apologies

2. Minutes of the previous meeting

3. Review of progress on the Gala Night and  
Award Ceremony Preparation

4. Technician Issues

## Discussion Points:

- Thomas informs the absence of Bella and Tim
- Minutes of the previous meeting approved with correction in item number 7 highlighted by Lily
- Chuck informs the preparation for Gala Night and Award Ceremony Preparation are 90% complete and will be <sup>fully</sup> completed in two days.



- Chuck informs about invitation cards and finalizing the menu.
- Chairperson informs about the <sup>resolved</sup> problem with the sponsor and ~~the~~ the company is ready to finance trip without external aid.
- Michael~~l~~ shares his observation about the maintenance of the building and the technician takes a long time to fix the issues.
- ~~Tom reports the electrician isn't very active~~
- Tom reports about inactiveness about the electrician
- Lily suggests to hire new electrician
- Meeting adjourned

#### Action items:

- Chairperson will correct amount of agenda item 7
- The company ~~was~~ will send invitation cards to guests
- The company will finalize the menu.
- Tom will write a letter to the Human Resources Department asking to find a new technician.

#### Approved by:

Chairperson

Thomas Brown

Lily Green

Chuck Newman

Michael Matt

Tom Brady

Minutes prepared by: name