

Online Business Meeting Script  
English 3



Group 3  
IFIK 40-03

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1. Kind of Business

1. Mayor Event Organizer
2. TheSkin Shop

2. Goals of business Meeting

Business collaboration between TheSkin Shop and Mayor Event Organizer

3. Casting, Name, and Job Position

- TheSkin Shop
  1. Iklima Apriani as Marketing handling partnership and creative
  2. Fikhri Masri as Marketing handling creative and budget
- Mayor Event Organizing
  1. Muhammad Sultan as Project leader
  2. Aldi Maulana as creative and budgeting division
  3. Annisa Dwi as creative and partnership division

4. Scenario

The Skin Shop is a company engaged in beauty, in 2020 the company released its newest product. To carry out marketing and advertising until launching the new product, the skin Shop works with Major EO. Because the process was carried out amid the COVID-19 pandemic, meetings for the product launch process were conducted online. At the meeting, a discussion was held to obtain agreement on the planned advertising strategy.

----- Story -----

This Story is about a company called TheSkin shop that will soon release a brand new product. unfortunately due to the pandemic, they will have to make some adjustments. knowing that they lack experience, they decide to collaborate with an Event Organizer. will they manage to pull this off?

----- Via Chat -----

Ms. Iklima : Hello, my name is Iklima Apriani. I was Informed by the production department and they said that our newest cushion product will be ready to go public in six months. therefor we are assigned to prepare the grand launching of this product.

Mr. Fikhri : Unfortunately due to the pandemic, we might have to make some adjustments.

Ms. Iklima : I agree sir, right now it might be best to maximize online platforms to commercialize our brand.

Mr. Fikhri : And also, What if we collaborate with a third party Event Organizer to help us with this event? that way we'll have someone with this kind of expertise.

Ms. Iklima : That's a great idea.

Mr. Fikhri : Alright, I'll contact a well-known EO of mine.

Ms. Iklima : Okay, sir. tell me the results once you've done so.

----- Via Chat -----

Mr. Fikhri: Good afternoon. My name is Fikhri Masri from the marketing department of TheSkin shop. Our company would like to launch an event to promote our new product. therefore we are asking for your organization's service to collaborate with us to make this event successful.

Ms. Annisa Dwi : Afternoon. to prevent miscommunication, would you mind telling us when the event will occur?

Mr. Fikhri: The product will be ready in six months, so the event will take place around then.

Ms. Annisa Dwi : Alright. But due to the pandemic that is occurring currently, there might have to be some restrictions. This event might have to be a non-physical event.

Mr. Fikhri : No Problem, we've also considered this and will still hold this non-physical event.

Ms. Annisa Dwi : I understood. I'll inform this with my team and then tell you further as soon as possible.

Mr. Fikhri: Alright. thankyou.

Ms. Annisa Dwi : You're welcome.

----- Story -----

The Event Organizers held a private meeting discussing this event and Mr.Fikhri tells the details to Ms.Iklima. This will soon lead to teleconference between the marketing department and the Event Organizers.

----- Via Chat -----

Ms. Annisa Dwi : Good Afternoon, I've discussed the event with my team and now we are ready to discuss more with your team. Due to the work from home policy that our government has stated, it will be best if we have this meeting via teleconference. when will your team be ready for this meeting?

Mr. Fikhri: Afternoon. We will be ready in one hour.

Ms. Annisa Dwi : Alright. here is the link to our conference channel on Zoom and I'll seeing you and your team in one hour.

( link )

----- teleconference via Zoom -----

\*Mr. Sulthan joined the room\*

\*Mr. Aldi Maulana joined the room\*

\*Ms. Annisa Dwi joined the room\*

\*Ms. Iklima joined the room\*

\*Mr. Fikhri joined the room\*

Ms. Annisa Dwi: Has everyone Joined?

others : yes

Mr. Sulthan : Now that everyone has joined, let's start this meeting with Introductions. My name is Sulthan Angka Kurniawan. I am the Project Manager and I will be in charge of this meeting.

Ms. Annisa Dwi: Greetings, my name is Annisa Dwi and I am in charge of partnerships

Mr. Aldi Maulana: My name is Aldi Maulana and I am in charge of budgeting & creative.

Ms. Iklima: Hi, my name is Iklima Apriani from TheSkin shop marketing department. I am in charge of partnership and creative.

Mr. Fikhri: Hello, my name is Fikhri Mashri from TheSkin Shop marketing department. I am in charge of budgeting and creative.

Mr.Sulthan : Now let us begin the meeting.

others : Alright. /Sure./ Let's. /Sounds like a plan.

[Advertising method]

Mr.Sulthan : We'll start with the client's request.

Mr.Fikhri: Just like what I've said previously via chat, the new product will be launch most likely in three months. So in around that time, we will advertise TheSkin Shop's latest cushion product. The target of this advertising is young adults and adults, whether they are male or female.

Mr.Aldi: So the event will be a product launching that will be held in six months. but unfortunately, due to the pandemic, we will have to adapt and make some adjustments with this event

Mr.Fikhri: That would not be a problem as our company has also considered this option.

Mr.Sulthan : I may have an idea, what if we use well-known artists and celebrities from the main city as a brand ambassador of this new product. Just like an endorsement.

Mr.Fikhri: I think using artists and celebrities will increase the budget significantly. And perhaps there might be chances that the fans of the artists and celebrities aren't really into makeup products.

Ms.Annisa Dwi: If budget and variety of consumers are the problems, perhaps we should do endorsements to selebgrams and YouTubers that create content specifically for beauty and makeups?

Ms.Iklima: I agree, most people would be on social media in this time of physical distancing anyway.

Mr.Fikhri: I also agree, as this would be a great platform and would attract the consumer we are targeting.

Mr.Sulthan : Alright. So it's settled that we're going to use beauty influencers as our advertisement?

others : Yes./ I agree./ Alright.

[Advertising process]

Mr.Sulthan : So.. How about the advertising plan?

Mr.Aldi : We could do it by sending them our products wrapped in a neat box and description of how this product should be advertised to the beauty chosen influencer, then the beauty influencer will briefly review the product at IG story. We could also give her promo code which will give her and the consumer bonus if the consumer bought our product through that promo code

Ms.Iklima : Great idea, what else should we do?

Ms.Annisa Dwi : What if we ask the influencers to make Live reviews on TheSkin shop Instagram account? We will make a Q&A session and also makeup tutorials.

Mr.Fikhri : Sounds like a plan. but wouldn't it be rather boring if we only make Q&A and makeup tutorials?

Mr.Aldi : We could invite two beauty influencers. that way there could be games and contests between them.

Mr.Sulthan : Alright. So there will be two sessions of this event. the first one will be a Q&A and tutorial session, and the other one will be games and challenges using our new product.

M1 : Oh yeah.. knowing that our government is making us to work from, how should we approach the beauty influencers? and should we attend the Live event?

Sulthan : I think we'll have to discuss this matter further later. But it is our best bet to be ready for every circumstance.

Ms.Iklima : Alright. So we're all set for the content on Instagram. now all we need is content on Youtube

Mr.Fikhri : What if we use the same concept just like the ones on Instagram? of course with the benefit of longer duration and new consumer.

Mr.Aldi : Sounds Great, there is a great Youtuber that might be suitable for this even called Female Daily. They will explore your products such as nutrients, benefits, and the typical person who tends to use your products.

others : Okay. / I agree. / sounds like a plan.

[Choosing Beauty Influencer]

Ms.Annisa Dwi : for youtube, we can use female daily, and does anyone have an idea for Instagram beauty influencer?

Mr.Sulthan : I would recommend Abel cantina as our Instagram influencer, she has a lot of followers who match the target market

Mr.Fikhri : I think, Tasya farasya can also be a candidate, because she got many awards for beauty influencer, furthermore Tasya farasya can be trusted by her followers

Ms.Iklima : Actually, I have thought of a couple of other candidates like titan Tyra , Indira Calista, Nanda arsinta, sarah ayu. they have lots of followers, a good attitude and have high engagement

Mr.Fikhri: how do we pick the beauty influencer if like that, did we choose randomly?

Ms.Annisa Dwi: oh, not randomly. What if we categorize beauty influencer and from this category, we choose 1 or 2 people only.

Mr.Aldi: yes, our target is teen to adult. so we can choose people who meet our target. like tasya farasya represent adult, Nanda arshinta represent teen.

Mr.Sulthan : is that enough?

Ms.Iklima : our target are not only teens and adults, but also women with hijab, people with acne problem and sensitive skin, and we target males too

Ms.Annisa Dwi : if like that, i think Indira Kalista would be suitable to represent women with hijab and Novia ismi would be suitable for people with acne problems and sensitive skin, is there any suggestion for the male category?

Mr.Aldi : jovi adiguna can be used as a representative for the male target market, because he is a male influencer who has many female and male followers.

Ms.Iklima : Quite interesting categorization, later please just send a list of recommendations to my email. I will review the selection

Mr.Fikhri : I want to add, later don't forget to also be given a price list of each influencer on the list. So that the budget issued in accordance with the budget

Mr.Aldi : Good, I'll send it along with the pricelist, Sulthan, don't forget to find out the pricelist

Ms.Annisa Dwi: Later I will ask about the price list to their cp

Mr.Sulthan : good

Ms.Annisa Dwi : If you already know the candidate, please inform me, so that I can contact each manager of the influencers to ask about availability and contracts.

Mr.Fikhri : Okay, I'll contact you as soon as possible.

Mr.Fikhri : if our agreement is already done and the performers is already there but we are constrained by the budget, will the event be cut later to adjust our budget? like there are performers who won't be able to fill the show?

Mr.Sulthan : Before making a final deal, we will do a report first, so that your team can find out the overall budget. But if it's a deal and it turns out there are some events that need to be pruned, we will discuss it later with our team.

Ms.Iklima : How about Skinshop Instagram content?

Mr.Aldi : If for ig we don't hold it. But for the content that is included from us as the EO. We will later create a photo template if needed, ig caption, and video for the event.

Ms.Iklima : Well. it's quite clear up to here

[Note]

Mr.Sulthan: Okay, so there have been a number of agreements, I'll review it. So for the main event to be held in 6 months, during the process of going to the main event, product branding will be done using Instagram and YouTube media by involving influencers. Influencers are chosen based on the category that will represent to get the target market for selling this product. Some influencers' recommendations will be sent by E2 to M1 packs along with price lists to be reviewed by Ms.Fikhri. Ms.Annisa Dwi, don't forget to ask the influencer manager about the price list and availability.

others: ok

Ms.Iklima : It seems like this discussion is enough

Mr.Fikhri : Yes, maybe for further discussion will be carried out later in more detail after checking the list of recommendations and pricelist.

Mr.Sulthan : for the timeline and regarding the main event, we will also send proposals on the theme of the event, place, budget, and others. All will be sent along with documents and complete proposals for the pre-event as well.

Ms.Iklima : Yes, later on, what's important is that there is now an overview and plans for branding at this pre-event.

Mr.Fikhri : But please send the proposal as soon as possible. We are waiting for the brilliant idea

Mr.Sulthan : Alright sir will be sent soon.

Ms.Iklima : Yes, it seems like the online meeting can be closed, and will be continued in more detail later.

Mr.Sulthan : Alright, then I'll close this online meeting. That's all and thank you, Good afternoon. keep healthy.

(everyone leaving the meeting)