

Digital marketing team - monthly meeting agenda

Date: Aug. 1, 2024

Time: 10 a.m.

Location: Teams (Link added here)

Invited: Charles Thomas, Barney Jack, Rhonda Samuels, Rachael McMann, Andrea Venables, Adrian Wilson

MEETING EXPECTATIONS

Please have a look at Rachael McMann's forecasting report before the meeting. Cameras on!

AGENDA DETAILS

Meeting goal: Review the digital marketing campaigns from last year, identify seasonal fluctuations, brainstorm ways to increase demand during slumps and make sure we're prepared for the next marketing campaign.

1. Review marketing campaigns from last year

Time: 15 minutes

Purpose: Share information

Leader: Adrian Wilson

1.1 Present an overview of last year's campaigns

1.2 Review the engagement and sales numbers after each campaign

1.3 Identify the campaigns that had the most impact

2. How do we best manage seasonal fluctuations in demand?

Time: 30 minutes

Purpose: Decision

Leader: Rhonda Samuels

2.1 Review sales numbers from the last four quarters.

2.2 Identify any trends in sales numbers

2.3 Brainstorm ideas on how to increase sales during those slumps

2.4 Draft a marketing plan

3. Preparing for the next marketing campaign

Time: 10 minutes

Purpose: Decision

Leader: Adrian Wilson

3.1 Assign tasks for each team member

AGENDA – BTInc SAMPLE Board Meeting

Monday 17th April 2023, 2 pm – 4 pm at 10 Sumner Street offices

Invited:

Belinda Thomas - Chair

Lulu Thomas

Owen Woolleston

Hailey Roger

Phoebe Duncan

Scott Leith - Minutes

1. Opening Meeting

10 mins

1.1 Welcome from BT

1.2 Interests Register

Purpose - Directors to declare any new interests or conflicts of interest relating to the agenda or other matters

Supporting Document: BTInc Interest Register

1.3 Confirmation agenda is suitable for today's meeting (BT)

Purpose - To confirm that the prepared agenda is appropriate and agree (or not) to add any late items to the agenda

1.4 Confirm minutes (BT)

Resolution required to confirm the Minutes of the meeting held on 31 January 2023 and 20 February 2023.

Supporting documents: BTInc Minutes 31-01-23, BTInc Minutes 20-02-23

2. Actions from the previous meeting

10 mins

2.1 Review of outstanding action items (BT)

Supporting Document: Actions Register

3. Health and Safety

5 mins

3.1 Purpose - Table the Health and Safety report and highlight any areas of concern (PD)

Supporting Document: Health and Safety Committee Report

(Resolution Required)

5. Board development matters

25 mins

5.1 Discuss these questions:

- What will board priorities be this calendar (or financial) year?
- How will these be balanced in terms of employee shortage, economic headwinds and supply chain constraints?
- How will we manage tensions between business goals, shareholder expectations, and sustainability (people, planet and profit)?

5.2 Update on changes to shareholder's agreements and review of documentation.

6. Management reports

6.1 Business Development (LT)

10 mins

Purpose: Review and accept the BD Report

Supporting Document: Business Development Report
(Resolution required)

6.2 Finance Report (HR)

10 mins

Discuss and decide on whether lease cars continue, and review at least before the 24/25 budget.

Purpose: Review and accept the Finance Report

Supporting Document: Finance Report
(Resolution required)

7. General Business

7.1 New office lease conditions (LT)

Purpose: Advise

8. Other business

9. Close meeting

Confirmation of the date for the next meeting and close.