Participating in Meetings
Advanced
Session 7: Keeping Track of the Meeting
Learning Objectives

Advanced

In this session, you will:

• Look at different elements of an agenda.
• Listen for key points made during a meeting.
• Take simple notes on main ideas of a meeting.
• Read basic notes from a meeting.
Let’s Get Started

Advanced

Here is the agenda for a meeting discussing a new type of camera by Intercamera, followed by notes from the meeting. Put each note into an appropriate agenda category.

Meeting Agenda

1. Introductions
2. Marketing Our New Camera: Happy PixShare
3. Calls to Action

Notes

a. Discussed manufacturing facilities
b. Launch camera in Asia
c. Send email to sales representatives after meeting
d. People like to share real photos with friends
e. Mr. Suzuki heads to Tokyo office
f. Young people = key to success
g. CEO introduced board of directors
h. Release in Europe/U.S. to follow after success in Asia
i. Alan Smith, new marketing VP, to help with launch
j. Make sure to read marketing report before next meeting
Let’s Practice

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Your coach will role play a product owner introducing a new camera, the Happy PixShare. Use the following words and phrases to complete the notes.

1. Targets __________ looking for something new
2. Stand-alone camera, not part of __________
3. Fun, __________
4. For kids wanting to do something __________
5. Young people __________, want something new
6. Young people can __________ old-fashioned photos
7. Marketing thinks ________________
Let’s Practice
Advanced

Now, your coach will speak and take on the role of someone explaining the marketing strategy for the new camera, the Happy PixShare. While the coach is speaking, practice taking notes by using one word or number.

1. Introduce in __________
2. First __________, then Korea
3. __________ in Asian markets adopt gadgets quickly
4. Once popular in Asia, expand to __________, __________, and other locations
5. Key is marketing to “in” crowd between ages __________ and __________
6. Market by giving cameras to leaders in __________
Let’s Practice

Advanced

Read the two situations below. Then, make a short presentation using the cues provided for one of the situations. The coach will take notes. Then, listen as the coach gives a presentation and take notes.

Marketing Director

You have a new cooking product for the kitchen.

Which market will you launch in?
Who will you market your product to?
Where will you advertise your product?
When will you launch the product?

Chief Financial Officer

Sales have been very good. The company has decided to give bonuses.

Why are you giving bonuses?
Who will receive bonuses?
When will the bonuses occur?
How much will the bonuses be?
Apply It!

Advanced

Practice giving a status update on the project described below. Keep in mind the following question words: **Who? What? Where? When? Why? How?**

**Details of the Project**

- You are developing a new company website to help customers easily find information on the company and its products.
- You need to hire a web designer to complete the project on time.
- After completion, customers will be able to use the site to find information on the company’s products.
- You will sell some products on your site. However, discount items will only be sold in stores.
- You plan to launch the site in eight months.
- In order to complete the project, you need approval to hire a web designer and an increased budget.