Sponsor Meeting 2

Date:	20 Dec 2016
Time:	4.30pm-5.45pm
Venue:	Mindshare office
Attendees:	Lim Yu Xiang Bendexter
	Tan Jun Rong
	Wang Jing Xuan
	Rhian Tan (Mindshare Liaison)
Absentees:	
Agenda:	Meeting with Mindshare for potential practicum project
	Reason: Realized project by Vocanic may not be approved due to the lack of business objectives and general direction by Vocanic

No.	Details	Action By	Due Date
1	Introduction of Mindshare and possible projects - Marketing Mix Modelling: Use of multi-variate regression analysis to measure how media investments and promotions contribute to KPIs such as sales volume for their clients - Digital Attribution: Use of probabilistic modelling to measure how different digital channels contribute to digital conversions (based on consumers' propensity to convert after various digital touchpoints for their clients) - Introduction to cookie data tracked by Mindshare's FAST team for their clients	Rhian Tan	-
2	General Discussion - Casual talk with Rhian, the Senior Data Analyst in Mindshare, about life in a media agency to foster potential working relationship - Agreed to arrange for another day for signing of NDA	ALL	-

The meeting was adjourned at 5.45pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Agenda for next meeting

1. Signing of NDA
2. Discussion of final project scope
3. Getting data set from sponsor

Prepared by,
Bendexter Lim

Vetted and edited by,
Tan Jun Rong