Sponsor Meeting Minutes

|  |  |
| --- | --- |
| Date/Time | 12th Jan 2017, 11am to 1pm |
| Venue | Sponsor’s Location |
| Attendees | Staff of sponsor, Albert, Jun Liang, Russell |
| Agenda | 1. Return with revised NDA
2. Presentation of preliminary findings
3. Request for further information
 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Task/Description | Person in Charge | Due Date |
| 1 | The group first met another staff member of the sponsor, who was delegated to supervise the project. We then provided the revised NDA agreement for his vetting.He expressed disapproval with the “Failure to respond in 14 days” clause. He insists that the default shouldn’t be that disclosing party cannot/will not assume deemed consent. The group would need to bring up this issue with Professor Kam to see if there is a need to revise this clause.  | All | nil |
| 2 | The group presented findings to sponsor, with the following as feedback to specific topics presented (Comments were not in order of presentation and were made as and when):* There is an issue for Facebook video posts, as a reposts allow for a double count.
* [breakdown by video duration] is an interesting point
* Whilst doing his own research on another group, he noticed a spike at 3am, likely youths.
* Facebook page scraper -Likes.limit(0).summary(true)
* It is in our interest to create Organic viral content
* Posts are then genuine rather than an extra invisible hand (Advertisers). Case study: XYZ Facebook on a themed café. Click through.
* Comments biased towards giveaway content; even on YouTube. How to get organic reach and engagement without the giveaway/ coordinated campaigns by media agencies.
* Age group and audience. Age groups and platforms relationship quite significant. Statistically, how to eat the lower age group and the upper. Expand the same age group to a larger audience or expand the age group.
* Geographically, who is XYZ competing with and what is their viral content? 🡨 this would be useful. Correlate to the countries’ demographics, and what they are supposed to grow by. Basically, how to quantify moving into regional areas? 🡨 How to justify moving out of Singapore. USEFUL to XYZ.
* Crawl API further to gather reactions (ie sad angry etc) could help develop better insights.
* Learning how to filter out the ones that are really performing organically well could help us identify what can generate strength on its own.
 | All | nil |
| 3 | The group requested to meet up with Professor Kam to clarify understanding before moving forward and request for more data. | All | 16 Jan |