Internal Meeting Minutes

|  |  |
| --- | --- |
| Date/Time | 6th Dec 2016, 12pm to 3pm |
| Venue | SMU |
| Attendees | Albert, Jun Liang, Russell |
| Agenda | 1. Brainstorm for potential sponsors 2. Prepare potential scope of objectives for project |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Task/Description | Person in Charge | Due Date |
| 1 | Brainstorming for question to ask potential sponsors to understand their business better:   1. What is your revenue model? (What does Tech in Asia do? What does Branded Content do?) 2. Who are your readers? 3. How do you go about writing your articles? 4. What social media platforms to you use?    1. Churn info from twitter, sentiments could help shape his brand content writing.    2. Social media analysis - which platforms does better.    3. exploratory analysis, which topics perform better, ie article of bis dev/best 5 start ups    4. Improve their recommendation engine?    5. Audience demographic - comments 5. How do you currently monitor the progress of your viewership? | All | nil |
| 2 | Possible solutions to offer them - perhaps how to increase viewership?/how to reach desired target audience?/   * MBA - articles/jobs - article raws, with topic tagging * Sentiment analysis for editorials * Audience analytics   + FB insights - cannot cut across posts   + Linkedin   + Twitter insight   + Google insight * Which performs better/ what works best for them * Client outreach | All | nil |
| 3 | Possible data to request for project   * Facebook insights * Google Analytics   Time frame: 5 years? | All | nil |

After the meeting, Albert sent out emails to potential sponsors (undisclosed here)