Sponsor Meeting 1

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| Date: | 15 Dec 2016 |
| Time: | 4pm – 5pm |
| Venue: | Vocanic office |
| Attendees: | Lim Yu Xiang Bendexter  Tan Jun Rong  Wang Jing Xuan  Andre Bose (Vocanic Liaison) |
| Absentees: |  |
| Agenda: | Meeting with Vocanic for potential practicum project |

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| **No.** | **Details** | **Action By** | **Due Date** |
| 1 | Introduction of Vocanic   * Introduction to VSOCIAL * Introduction to other digital marketing tracking dashboards they offer to their clients | Andre Bose | - |
| 2 | Introduction to possible projects   * Coming up with a new insights widget for their VSOCIAL dashboard | Andre Bose |  |
| 3 | Discussion of project & common terms   * Possible revamp of their insights widget * Signing of NDA * Agreed to have screenshots and data set sent to us by following Monday * Introduction of common digital marketing metrics such as CPM, CPA and CPC | All | 19/12/2016 |

The meeting was adjourned at 5pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

**Agenda for next meeting**

1. Discussion of data set and final project scope

Prepared by,

Bendexter Lim

Vetted and edited by,

Tan Jun Rong