

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 |

| No. | Details | Action By | Due Date |
|-----|--|------------|------------|
| 1 | <u>Introduction of Vocanic</u> <ul style="list-style-type: none">- Introduction to VSOCIAL- Introduction to other digital marketing tracking dashboards they offer to their clients | Andre Bose | - |
| 2 | <u>Introduction to possible projects</u> <ul style="list-style-type: none">- Coming up with a new insights widget for their VSOCIAL dashboard | Andre Bose | |
| 3 | <u>Discussion of project & common terms</u> <ul style="list-style-type: none">- 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