Sponsor Meeting 1

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| Date: | 15 Dec 2016 |
| Time: | 4pm – 5pm |
| Venue: | Vocanic office |
| Attendees: | Lim Yu Xiang BendexterTan Jun RongWang Jing XuanAndre 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