

**MENTOR MEETING MINUTES**

Iteration No.	9
Meeting No.	1
Date of Meeting: (Day Month Year)	31 March 2014
Time: (hh:mm to hh:mm)	10:00 to 12:00
Venue:	SOB GSR 1.2
Meeting Chairperson	Tan Rui Jia Noelle

1. Meeting Agenda

- (a) Progress Update
- (b) Video & Poster
- (c) AOB

2. Attendance**Name [Absent/Present]**

Bie Ya Qing [Present]

Low Wen Guang [Present]

Sebastian Kiran Joy [Present]

Tan Guo Hao [Present]

Tan Rui Jia Noelle [Present]

Victor Lee Hong Zhi [Present]

3. Discussed Content

Topic

(a) Progress Update

- a. Advanced analytics
 - i. Last known time of each participant
 - ii. Time of registration + RSVP trends
 - iii. How many people are within the venue at one point of time.
 1. How to sell the above to businesses?
 - a. Average duration of each participant's stay in the event
 - b. RSVP trend can be tagged to marketing or promotions. So if there is a spike somewhere, we can tell the organizer how successful a particular marketing campaign was or if it was unsuccessful because there was no spike in RSVP trends.
- b. Shake to Network
 - i. Previously, each shake would make multiple names visible but users will only be able to accept one.
 - ii. Now, users can add more than 1 contact.
- c. iOS App Deployment is taking too long.
 - i. Deployed last Monday, until now is still 'waiting for review'
- d. Proof of Deployment
 - i. WKW Event – Why women fail?
- e. Location Testing
 - i. Unsure what's a good constraint for location boundary. Currently set to 1.5km so registrations are mostly successful.
 - ii. Boundary should be shrunk down.
 - iii. Can email Jennifer/Yan to ask about registration distances. 100-500 metres may be a close-enough ideal.



(b) Video & Poster

- a. "Innovative" is too overly used.
- b. Use something that will attract
 - i. E.g. Systematic, Exceptional (SEX) system
- c. Poster Day
 - i. Main two groups of people – SMU Community (mainly students), and industry players.
 - ii. Usually voting of best booth is done via hardcopy
 - iii. We will use our app to capture the voting only for SMU community. Industry players will still go hardcopy. App available for download if need be.
 - iv. When: 28 April, 12pm – 4pm
 - v. How should we do the Lucky Draw?
 - 1. Make souvenirs to give out. Marketing artifacts. Evance.sg, excelente.com
 - 2. Create a memory so when they vote, they will remember.
 - 3. Give things to remind people, not to sway results. Go there to win else don't take part.

(c) AOB

- i. Application does not solve end to end event problems.
 - 1. Evance can only be used once the organizer has decided to run the event.
 - 2. BEFORE: I have an event to run. I want to run it. How should I run it?
 - a. Sponsors, getting venue, logistics, manpower, catering etc.
 - 3. AFTER: How to promote my next event.
 - a. How can I use the analytics I got from my current event to improve my next event?



4. Next Meeting	
Date of Meeting: (Day Month Year)	TBC
Time: (hh:mm to hh:mm)	TBC
Venue:	TBC

5. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)		
Description	Prepared by	Due Date

Minutes Prepared By Tan Guo Hao, Victor Lee Hong Zhi

Date 31 March 2014

Vetted and Edited By Tan Rui Jia Noelle

Date 31 March 2014