

Attendees:

- John Smith (CEO)
- Alice Johnson (Marketing Director)
- Bob Williams (Sales Manager)
- Carol Davis (Product Development Lead)
- Emily White (Innovate Marketing Solutions) – Guest

Apologies:

- David Lee (CFO) – Absent due to illness

Agenda:

- Review of Q3 Sales Performance (30 mins)
- Marketing Strategy for Q4 (45 mins)
- Product Development Roadmap (45 mins)
- Employee Wellness Program (15 mins) – *Added to original agenda*

Discussion Summary:

Q3 Sales Performance:

- Bob Williams raised concerns about declining sales in the Western region.

Q4 Marketing Strategy:

- Alice Johnson emphasized the need for a more aggressive digital marketing approach.
- Debate on budget allocation between digital and traditional marketing strategies.

Product Development Roadmap:

- Carol Davis highlighted potential delays in the new product launch.



Employee Wellness Program:

- Discussion on the implementation and benefits of the new program.

Decisions Made:

- **Q4 Marketing Strategy Approved:** With a revised budget allocation favoring digital marketing.
- **Employee Wellness Program Approved:** Implementation to begin in Q1 2025.
- **Product Launch Postponed:** Delayed by one month due to development challenges.
- **Resolution:** Revised Q4 Marketing Budget approved unanimously.

Action Items:

- **Alice Johnson:** Revise digital marketing campaign based on budget allocation. *Due Date: Oct 20, 2024.* Requires final budget approval from John Smith.
- **Bob Williams:** Analyze sales decline in Western region and propose solutions. *Due Date: Oct 15, 2024.* Needs sales data from the analytics team.
- **Carol Davis:** Update product launch timeline and communicate to stakeholders. *Due Date: Oct 18, 2024.* Requires feedback from the engineering team.
- **HR Department:** Implement Employee Wellness Program.

Next Meeting:

- **Date:** November 15, 2024
- **Location:** DocuPal Demo, LLC Conference Room

Preliminary Agenda Items:

- Review of Q4 Marketing Campaign Performance
- Discussion of Q1 Product Roadmap
- Budget Planning for Next Fiscal Year

John Smith's Executive Assistant to set up the meeting.



Supporting Documents:

- [Q3 Sales Report](#)
- [Proposed Q4 Marketing Strategy](#)
- [Product Development Roadmap](#)

