

Minutes of Planning Meeting

Planning Meeting

Date	June 7, 2012	Time	10:00 a.m. ~ 11:30 a.m.
Location	Meeting Room 2	Called by	George Shiraishi
Type of meeting	Special	Note-taker	Kana Matsushita
Attendees	Jun Sakata, George Shiraishi, Melanie Stevenson, Keigo Akashi, Mark Lee, Kana Matsushita		
Meeting objective	Decide the details of the client e-mail newsletter service		

Topics

1. Setting target readers

Time	10 min
Discussion	Decide to which age group most clients belong
Conclusions	Women and men in their 20s to 40s

2. Choosing topics, content

Time	40 min	
Discussion	Decide 24 topics and news items to include in each issue	
Conclusions	In each issue, include exclusive interviews with various industry leaders	
Action items	Person responsible	Deadline
Recruit interview candidates	Melanie Stevenson	6-14-2012
Create a sample of e-mail newsletter	Keigo Akashi	6-28-2012

3. Assigning work

Time	20 min
Conclusions	Project leader: Melanie Stevenson Content writer: Melanie Stevenson, Keigo Akashi, Mark Lee, Kana Matsushita, Brian Morris Proofreading: Keigo Akashi, George Shiraishi

4. Creating a schedule

Time	20 min	
Discussion	Create the schedule outline	
Conclusions	Create a sample by the next meeting (scheduled on 6-28-2012) and start the service from mid-July	
Action Items	Person Responsible	Deadline
Send the schedule by mid-July	Mark Lee	6-21-2012

*Please contact Kana Matsushita if anything needs to be corrected in this agenda.