

Yoko: Can I get everyone's attention?

[looks around]

Yoko: Good afternoon, everyone. Thank you all for coming today. It's a pleasure to be here. Before we begin, does anyone need a cup of coffee or anything? Do you all have a copy of the agenda?

[looks around]

Yoko: OK, let's get started. Let me begin by reviewing why we're here today. As we all know, the purpose of this meeting is to plan the launch of our new product. When we're done, I'd like to have three things: a launch date, a list of promotional campaigns and a general roadmap for implementing them. In the first part of the meeting, we'll review the main concept of the product and discuss the ideas you all brought with you today. This should take an hour or so. Then, after taking a short break, we'll put everything in shape and try to finish up by 4. Any questions?

[looks around]

Yoko: Right. Let's start with the first item on the agenda. Tom, could you pass out these handouts?