

## Q3 Webinar Planning

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Date: March 13, 2020

Time: 10 a.m.

Location: Room 12B

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Attendees	Unable to attend
Elizabeth Lloyd (Project Manager)	Wynn Tyler (Graphic Designer)
Jamison Radis (Email Designer)	
Jorge Lanio (Web Engineer)	
Vita May (Copywriter)	
Reilly Quinn (Webinar and Events Coordinator)	

Follow-up from previous meeting:

- Review webinar themes and topics discussed in last week's meeting
- All attendees in agreement that next month's webinar will be themed around virtual conferences

Agenda item 1: What should the webinar title be?

- **Key discussion points:**
  - The title needs to express our authority in the field
  - Everyone in agreement that it should be original to our brand
  - Options suggested:
    - Cedar Media's No-Nonsense Guide to Video Conferences
    - The Do's and Don'ts of Video Conferences
    - Video Conferences Killed the In-Person Event
    - An Expert Guide to Online Events
    - Why Video Conferences are the Future for Businesses

- **Decision(s) made:**
  - Unanimous vote to keep it simple and on-brand with “Cedar Media’s No-Nonsense Guide to Video Conferences”
- **Action items and assignee(s):**
  - Begin process of updating webinar landing page with title (Jorge Lanio)
  - Write landing page copy (Vita May)
  - Write initial email invite copy (Vita May)
  - Add copy to email template and prepare recipient list (Jamison Radis)
  - Create two graphics for webinar landing page (Wynn Tyler)

## Agenda item 2: Who should we invite as a guest speaker?

- **Key discussion points:**
  - An expert in the field is required. Agreement that we’d like to work with somebody we’ve worked with previously.
  - Attendee saw video conferencing expert Jane Smith speak at a recent digital conference and recommends her for our purposes, plus we worked with her last year
  - Question of whether she is available, willing to participate, and if her fees have changed
- **Decision(s) made:**
  - Target guest speaker: Jane Smith
- **Action items and assignee(s):**
  - Reach out to Jane Smith with initial contact and confirm her availability and associated cost (Reilly Quinn)

## Parking lot:

- Discussion on whether we want an internal expert to speak on behalf of Cedar Media, or if we just need a moderator to introduce the expert guest speaker.
- Follow-up meeting to be scheduled next week.

## Individual summaries:

Name	Action item(s)	Deadline
Vita May	<ul style="list-style-type: none"><li>● Write copy for landing page</li></ul>	March 29th, 2020

	<ul style="list-style-type: none"><li>• Write initial invite copy</li></ul>	
Jorge Lanio	<ul style="list-style-type: none"><li>• Build webinar landing page with agreed upon title</li><li>• Update page when provided with copy</li></ul>	April 3, 2020
Jamison Radis	<ul style="list-style-type: none"><li>• Add copy to email template</li><li>• Prepare recipient list</li></ul>	April 1, 2020
Wynn Tyler	<ul style="list-style-type: none"><li>• Create two illustrations for webinar landing page</li></ul>	<ul style="list-style-type: none"><li>• March 29, 2020</li></ul>
Reilly Quinn	<ul style="list-style-type: none"><li>• Reach out to potential speaker, Jane Smith, to check availability and fees</li></ul>	<ul style="list-style-type: none"><li>• Initial email sent by March 15, 2020</li><li>• Follow-up (if no response) March 23rd, 2020</li></ul>