

# Meeting Summary for Marketing Guild

Date: 17 January 2025

**Type of meeting:** Weekly

**Purpose:** Marketing Guild weekly meeting

## Attendees:

Ayo [facilitator], Eric Davies [documenter], Gorga Siagian, TheFreysDeFi, Ayo, CJFrankie, LordKizzy, AshleyDawn, kareem, Eric Davies, kenichi, advanceameyaw, photogee, Kateri, PeterE, Mikasa, vasu

## Working Docs:

- Marketing Review Sheet
- Marketing Guild Distribution Sheet
- Roles and Responsibility for Marketing Guild
- Introductory message for the media room
- Q1 Marketing Guild Proposal
- Meeting Agenda
- Last Meeting Summary
- 2024 Recap: Marketing Guild

## Discussion Points:

- ❖ **Last Meeting Recap:** Reviewed retrospective on Q3 and Q4 performance and discussed the outlook for Q1.
- ❖ **Role Swaps and Positions:** Kizzy created a sheet for core members to indicate role swaps and check for available positions.
- ❖ **Activity Summary:** C.J. Frankie compiled a document summarizing Q3 and Q4 activities and also shared the link during the meeting.
- ❖ **Attendance Review:** Ayo highlighted poor attendance and performance metrics, leading to discussions about role swaps based on task performance and attendance.
- ❖ **Mascot Initiative:** Kareem emphasized that the mascot initiative was aimed at educating and enlightening people, mentioning that there is a comic series and its ongoing nature.

- ❖ **Marketing Opportunity:** Kevin shared a picture taken at the International Weightlifting Federation World Championships, wearing an SNET-branded shirt, and suggested sharing it on platforms to promote the brand.

### Decision Items:

- We agreed that All individuals handling tasks or initiatives are required to contribute reports towards the town hall meeting for presentation at the month end.

### Action Items:

- ☐ Kareem will prepare to present the governance document during the next call.  
[assignee] kareem [status] todo

### Keywords/tags:

- **topics covered:** Roles, Town Hall update, Marketing initiative
- **emotions:** Friendly, Well-attended, cool, forward-looking