



Best Practices: Meetings

Meeting Schedules for MKG

- Recurring meetings should be scheduled by type:
 - Internal recurring meetings should be on Mondays or Fridays
 - Client recurring meetings should be scheduled Tuesday–Thursday
- No Meetings Days:
 - Each team member should have a no-meetings day Tuesday–Thursday
 - This day may alternate depending on client schedules
 - ex. 1st week it'll be Wednesday, 2nd week it'll be Thursday, repeat
 - Should not include any Account Director scheduled meetings, individuals are still able to do coaching or small group brainstorms

Meetings Prep Best Practices:

- Provide an agenda by email or asana ahead of time so attendees can prepare
 - This also supports async discussion/decisions ahead of time
- Prompt to attendees on what they need to bring or prepare to discuss
 - Why are they on this call?
- Goals & Outcome
 - Clearly communicate and understand as the meeting holder what this needs to accomplish and what your next step is
- Optional list – Anyone who is not essential and could listen the recording to stay in the loop

Meeting Best Practices

- Leader (usually the person scheduling)
 - Start on time
 - State the purpose
 - Manage the meeting
 - Stay on topic
 - Keep notes on follow-up/related items and avoid “spinning off” on related topics that diverge from the meeting goal
 - Time check as needed to keep things moving
 - Recap the next steps/agreements before the call ends
 - End on time