

Meeting: responding to RFP (sample meeting agenda)

Meeting 12/13/06, 1:00 pm

Attendees:

BigLittle Agency: John MacD (strategist), Alice W. (account handler)

Lucas Co.: George L, Roger R.

The purpose of this meeting is for BigLittleAgency to present the strategic approach for the website, and the concepts presented on November 30, 2006.

Goals for the meeting

- Present strategy for meeting project goals
- Go over next steps, and what to expect in coming weeks
- Answer questions

Agenda

- Strategy Presentation by BigLittleAgency
 - Key messages for the site, and how they will be illustrated
 - Specifics about each concept/functionality with regards to the overall mission of Lucas Co. and goals set by this team
 - How these recommendations will be strengthened as Strategic Planning Phase gets underway
 - Staffing implications
- Next Steps / Phases of Project
 - What to expect
 - Deliverables: what/when
 - Most significant risks and strategies for each
 - What BigLittleAgency expects from Lucas Co. and when (e.g. copy, image assets, reviews)
- Question & Answer / Discussion Session

Desired Outcomes

- To come to an agreement on the strategy for deploying these concepts/functionalities knowing that specifics will be further defined in Strategic Planning Phase
- To outline next steps so that everyone has a clear understanding of what to

expect in coming weeks