Collaboration with Greenline Enterprises

*[meeting title]*

### Date:

*[the calendar date on which the meeting takes place]*

1st of July, 2025

### Time:

*[start time of the meeting]*

10.30 AM

### Meeting duration:

*[indicates the scheduled length of the meeting]*

60 minutes

### Attendees:

*[a list of individuals present at the meeting]*

Michael Jones, Annette Wilson, Mark O’Neil, Misha Bilson, Kenneth Brown (client point of contact)

## Agenda

### Welcome and introductions *(5 mins):*

*[brief intros and setting a positive tone to begin collaboration]*

*Who’s presenting: All*

-Each participant introduced their role.

-Kenneth shared Greenline’s vision for the partnership.

### Client needs and expectations *(15 mins):*

*[understanding the client’s goals, preferences, and desired outcomes]*

*Who’s presenting: Kenneth Brown*

-Kenneth outlined the goal to increase B2B lead flow by 30% in Q3.

-Emphasis on transparency, weekly progress updates, and campaign adaptability.

### Project scope and deliverables *(15 mins):*

*[defining what will be delivered, when, and how success will be measured]*

*Who’s presenting: Michael Jones*

-Three outreach campaigns (email + LinkedIn), targeting mid-size logistics firms.

-Monthly performance reports; first draft due August 1.

-Final report and review set for October 1.

### Communication plan *(10 mins):*

*[how and when updates, feedback, and reports will be shared]*

*Who’s presenting: Annette Wilson*

-Weekly check-ins every Tuesday at 2 PM ET.

-Shared Slack channel + monthly summary via email.

-Escalations via direct contact with Annette.

### Next steps *(10 mins):*

*[immediate follow-up actions to get started]*

*Who’s presenting: Michael Jones*

| Step | Who’s responsible |
| --- | --- |
| Client brand guidelines shared with marketing team | Kenneth Brown |
| Set up shared project dashboard | Misha Bilson |
| First campaign outline draft | Mark O’Neil |
| Confirm compliance checklist | Michael Jones |

### Q&A *(5 mins):*

*[open floor for questions and outline immediate actions]*

*Who’s presenting: All*

-Kenneth (client point of contact) asked if deliverables could include a competitor snapshot – Annette confirmed yes.

-Misha clarified expected data format for tracking reports.

Action items:
*[list of tasks, who’s responsible, and when they’re due]*

| Mark | Deliver campaign outline by July 9 |
| --- | --- |
| Misha | Set up the dashboard by July 7 |
| Annette | Schedule first weekly check-in for July 9 |
| Kenneth (client point of contact) | Send branding assets by July 5 |