

# 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)

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## 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.

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## 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

Step	Who's responsible
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