

AGENDA SAMPLE

MEETING AGENDA

Marketing Strategy for Quarter 2 – Thursday 26th February – Room 5C

15:00 – Welcome / Introduction / Refreshments

15:20 – Minutes from previous mee

15:30 – Quarter 1 so far – Presentation by Domini

16:00 – Positive effects of latest p

16:20 – Issues and limitations

16:40 – Feedback from last quarter

17:00 – New ideas for Q2*

17:45 – Media attention / expectations

18:00 – Questions / Reminders / AOB**

* Q2 is short for Quarter 2 i.e. the second quarter of the year (April to June).

** AOB is short for 'Any Other Business' (anything else that someone would like to commonly used in meetings).

ALLOCATING ROLES

(Assigning specific duties to other members of staff)

The person hosting the meeting may decide to allocate roles to other staff, such as taking minutes during the meeting (*keeping a record of who attends and what is discussed*), speaking about a certain subject, providing figures or data on a specific topic

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If you are allocated a role by the meeting host, then remember to ask questions about anything you don't understand, rather than guessing...because it'll be too late to prepare again once the meeting has begun!

If you are hosting the meeting and would like to allocate a role to someone, remember to give them plenty of notice so they can prepare what you have asked them to do.

Also, ask them if they are able to take on this role before you announce to everyone that they will be doing it, just in case they cannot.

10. TAKING THE MINUTES

(Recording the meeting)

This usually consists of keeping a list of the attendee's names, and recording everything that is discussed, in case it needs to be discussed again or reviewed in the future.

Generally, someone who is not participating in the meeting would be called upon to be the minute taker, but anyone may be assigned this responsibility, so it is good to be ready for it, in case your manager asks you to do it.

"Do not take the agenda that someone else has mapped out for your life." John C. Maxwell

CLICK TO TWEET

Before the meeting begins, the minute-taker should obtain a copy of the previous (related) meeting's minutes, a copy of the agenda for the new meeting and have a list of who is supposed to be attending, to hand.

If you are not familiar with taking minutes, then it may be good to have an outline before going into the meeting to help guide you through everything that needs to be recorded. A standard outline should include:

1. The topic of the meeting / main items on the agenda
2. Meeting details (time, place, host, start time, end time)
3. A list of attendees to be ticked off (or a blank list for attendees to sign)

SAMPLE MINUTES OUTLINE:

MARKETING STRATEGY FOR QUARTER 2

Thursday 26th February – ROOM 5C

Start Time: _____ End Time: _____

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Meeting hosted by: _____

Attendee Name: Signature:

- 1.
- 2.
- 3.
- 4.

Main topics on the agenda:

- Quarter 1 Presentation by Dominic
- Pros and cons of latest product
- Q1 Feedback from team
- Ideas for Q2
- Media attention

Notes:.....

The minute-taker can choose to record the meeting on paper (handwritten) or on a computer (typed up), whichever you feel more comfortable with

You will more than likely be asked to type the minutes up later, so that it can be stored electronically and sent around to all the attendees after the meeting – this should be done immediately after the meeting so that you don't forget any of the points that were mentioned (even your own scribbled notes can seem hard to understand after a while)!

Many people who are very familiar with minute-taking tend to use shorthand writing, which enables you to write a lot quicker and keep up with the discussion.

If you are called upon to take minutes on a regular basis, then it may be worth learning how to do shorthand writing!

Remember, you do not need to record every single word that is spoken! Only a brief outline of what is discussed, and all significant points that are made by any of the participants.

For example, if someone mentions an issue that needs to be dealt with, something positive that is working really well, and any feedback or suggestions.

Any key points surrounding the main topics of the meeting should definitely be recorded, as well as any votes or decisions.

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It is, sometimes, also important to record who said what, for the names of the attendees.

If you don't know their names, you should make a note of their seating position and ask their names at the end of the meeting.

If the meeting is with a very large number of people who are not known to one another then, generally, it is customary for them to introduce themselves (mention their name or company name) before they say anything else.

11. OPENING A MEETING

(Starting the meeting)

At the start, while the attendees are arriving, having refreshments or getting settled into their seats, it is polite to make small talk with *(polite conversation about unimportant or uncontroversial matters)*.

This usually fills any awkward silences while people are waiting to begin.

Once everyone has arrived, the person hosting the meeting should formally welcome everyone to the meeting, and thank them for coming.

If there is a new person in the meeting, or a guest attendee who does not know the others, this would be the best time to make

Followed by the roll call *(checking to see if all the attendees are there)* and any apologies that need to be made on behalf of an important figure or a regular attendee who couldn't make it.

If the meeting is a small group then roll call is usually not necessary, as the person taking the minutes will be able to make a note of who was there.

In a larger meeting, or one with guests whose names are not known, an attendance sheet should be sent around.

So, now you should be able to successfully call a meeting, write an agenda, assign roles to others, take minutes, open a meeting, stay on track and close a meeting.

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I hope the information provided in this blog helps you to feel more confident when you enter a meeting room, knowing that you are armed with all the main phrases that you may need to use.

The Most Common Business Idioms

IDIOM	MEANING	EXAMPLE
24/7	"24/7" means 24 hours a day, seven days a week.	The convenience store on the corner is open 24/7.
a tough break	When something unfortunate happens, it can be called a "tough break."	It was a tough break for us when Caroline quit. She was one of our top performers.
ahead of the curve	To be "ahead of the curve" means to be more advanced than the competition.	We're investing a lot of money in research and development so we can stay ahead of the curve.
ahead of the pack	To be "ahead of the pack" means to be better or more successful than the competition.	If we want to stay ahead of the pack, we're going to have to work hard and continue to innovate.
ASAP	"ASAP" is an acronym for "as soon as possible."	I need to finish these reports. My boss needs them ASAP.
at stake	"At stake" means at risk.	I'm a little nervous about giving this presentation. There's a lot at stake.

IDIOM	MEANING	EXAMPLE
back to square one	To go "back to square one" means to start something over again.	Our programmers identified what they thought the problem was with the software. After working for several hours, it turns out that the problem is something different. We're back to square one, unfortunately.
back to the drawing board	To go "back to the drawing board" means to start something over and go back to the planning stage.	The prototype wasn't successful. We have to go back to the drawing board.
backroom deal	A "backroom deal" is an agreement or decision that is made without the public knowing about it.	I think they got the government contract because of a backroom deal.
ballpark number/figure	A "ballpark number" is a very inexact estimate.	I'm not sure what a Super Bowl commercial costs, but to give you a ballpark figure I'd say about three million dollars.
behind someone's back	To do something "behind someone's back" means to do something without someone's knowledge and	She didn't think it would be fair to go behind his back and talk to management, so she confronted him

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IDIOM	MEANING	EXAMPLE
	in an unfair way.	directly.
behind the scenes	What happens in secret or not in front of the general public is said to happen "behind the scenes."	They make it look so effortless, but they do a lot of hard work and planning behind the scenes.
big picture	Everything that is involved with a particular situation is called "the big picture."	Even though we all have very specific tasks to do, our manager makes sure we don't lose sight of the big picture.
blue collar	A "blue collar worker" is someone who works with his hands (manufacturing, construction, maintenance, etc.). The opposite is a "white collar worker." A white collar worker is someone who works in an office (customer service, management, sales, etc.). "Blue collar" (and "white collar") can also be used to describe a job, position, or a place.	It's a blue collar town with a lot of farmers and factory workers.
by the book	To do things "by the book" means to	We are regularly audited by several

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IDIOM	MEANING	EXAMPLE
	do things according to company policy or the law. It means to follow the rules 100%.	regulatory agencies. It's important that we do everything by the book.
call it a day	To "call it a day" means to decide to stop working for the day.	Well, John, it's 7:00 and I'm getting hungry. How about we call it a day?
catch someone off guard	To "catch someone off guard" means to surprise someone by doing something that he or she was not expecting.	Mike was caught off guard when they asked him to direct the meeting.
cave (or cave in)	To "cave" or "cave in" means to give in or agree to something that someone previously did not want to accept.	The employees complained about the change in policy, but the supervisor refused to cave in.
change of pace	"A change of pace" is something different from a normal routine or schedule.	It's nice to go on business trips because it's a change of pace.
come up short	To "come up short" means to try to achieve something but fail. We often say that someone has "come up	The charity fund raiser was supposed to raise three million dollars, but we came up short

IDIOM	MEANING	EXAMPLE
	short" when someone fails to achieve a goal, but not completely.	
corner a market	To "corner a market" means to dominate a particular market.	Apple has cornered the market on mp3 players. They have a large percentage of market share
cut corners	To "cut corners" means to take shortcuts and find an easier or cheaper way to do something.	We don't cut corners on our luxury products.
cut one's losses	To "cut one's losses" means to stop doing something that is unproductive and won't ever generate results.	Our advertising campaign was expensive and not showing results, so we cut our losses.
cut-throat	"Cut-throat" is used to describe something that is very intense, aggressive, and merciless.	In business school, the competition was cut-throat.
diamond in the rough	A "diamond in the rough" is something or someone that has a lot of potential but first requires a lot of work.	He was a diamond in the rough. He was intelligent and had great ideas, but his management and English skills weren't very good.

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IDIOM	MEANING	EXAMPLE
easy come, easy go	"Easy come, easy go," is an expression used to communicate that something gained easily is also lost easily. We often use this expression after something has been lost.	A lot of people who inherit money waste it on stupid things. I guess it's easy come, easy go
fifty-fifty	"Fifty-fifty" means something is divided equally -- 50% for one party, 50% for the other party.	My business partner and I split everything fifty-fifty.
from the ground up	If you start a business, project, or something else from zero, you start it "from the ground up."	Bill Gates built Microsoft from the ground up.
game plan	A "game plan" is a strategy or plan.	They're not sure what their game plan is for the upcoming election.
get back in/into the swing of things	To "get back in/into the swing of things" means to get used to doing something again after having a break from that activity.	Our company shuts down operations for three weeks during the holiday season. When I go back to work in January, it's difficult to get back in the swing of things.

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IDIOM	MEANING	EXAMPLE
get down to business	To "get down to business" means to stop making small talk and start talking about serious topics related to business.	Now that everyone's here, let's get down to business and talk about the proposal.
get something off the ground	To "get something off the ground" means to start a project or business.	We're glad the planning process is over. We're looking forward to getting the project off the ground.
get the ball rolling	To "get the ball rolling" means to start something (a project, for example).	We need to get the ball rolling on this project. The deadline is in June, and it's already April.
get/be on the good side of someone	If someone likes you, you are "on the good side" of that person.	I always remember my coworkers' birthdays and get them a card or small gift. I like to get on people's good side.
get/have one's foot in the door	To "get or have one's foot in the door" means to take a low-level position with a company with the goal of eventually getting a better position with the same company.	My son just took a low-paying internship position with a large company. He was happy to get his foot in the door at a well-known, respected company.

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IDIOM	MEANING	EXAMPLE
give someone a pat on the back	To "give someone a pat on the back" means to tell someone that they did a good job.	The boss gave Brian a pat on the back for coming up with such a good idea
give the thumbs down	To "give something or someone the thumbs down" means to deny approval.	I can't believe she gave us the thumbs down. I thought it was a great idea.
give the thumbs up	To "give something or someone the thumbs up" means to give approval.	They gave our new proposal the thumbs up. We're going out to celebrate ton
go broke	To "go broke" means to go bankrupt or to lose all the money a person or business ha	There was too much competition and their expenses were too high. They eventually went broke.
go down the drain	When someone wastes or loses something, it is said to "go down the drain."	He dropped out of college in his third year and never continued his studies. All of his hard work and money went down the drain.
go the extra mile	To "go the extra mile" means to do more than what people expect.	We go the extra mile for our customers. If someone is dissatisfied with a purchase, we refund their

IDIOM	MEANING	EXAMPLE
		money and offer them a discount on their next purcha
go through the roof	If something is "going through the roof," it means it is rapidly increasing.	We're happy our number of Facebook followers has gone through the roof.
gray area	If something is in a "gray area," it means that it is something undefined and not easily categoriz	I asked our lawyers if it was legal, and they said it wasn't clear. It's a gray area.
ground-breaking	If something is "ground-breaking," it means it is new and innovative.	The iPhone was a ground-breaking piece of technology when it was released in 2008.
hands are tied	Someone's "hands are tied" if they do not have control over a situation.	I would love to get you a job at my company, but my hands are tied. Management isn't hiring any additional employees this year.
have someone's work cut out	If you have a lot of work to do or a particularly difficult assignment, you "have your work cut out for you."	She has to sell \$35,000 worth of products by the end of the month. She has her work cut out for her.