



## MEETING MINUTES

Company: [FluentBusinessTalk.com](https://FluentBusinessTalk.com)

Project: Global Platform Expansion & Q4 Content Strategy

Date: October 24, 2023

Time: 10:00 AM – 11:30 AM (EST)

Location: Virtual (Zoom) / Conference Room A

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### 1. MEETING DETAILS

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Meeting Called By:	Jonathan Mitchell (Chief Operating Officer)
Minutes Taker:	Sarah Vandenberg (Executive Assistant)
Attendees:	Jonathan Mitchell (COO), Dr. Elena Rossi (Head of Curriculum), Marcus T. Williams (Director of Marketing), Priya Kapoor (Lead Developer), David Chen (UX Designer)
Apologies:	Linda Fischer (Head of Sales)

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### 2. MEETING OBJECTIVES

- Review the technical timeline for the platform's mobile app launch.

- Finalize the Q4 content themes for the business English blog and YouTube channel.
  - Assign ownership for the upcoming "FluentBusinessTalks" virtual conference.
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### 3. DISCUSSION SUMMARY & DECISIONS

Item No.	Topic	Discussion / Notes	Decisions Made
3.1	Mobile App Launch Timeline	Priya Kapoor presented the development status. The beta testing phase is 85% complete. A critical bug was identified in the push notification system for Android devices. David Chen noted that the UI adjustments requested last month have been implemented successfully.	The launch date is pushed back by one week to November 15th to ensure the notification bug is resolved. Jonathan Mitchell approved the revised timeline.
3.2	Q4 Content Strategy	Dr. Elena Rossi proposed a content series titled "English for Negotiations." Marcus T. Williams suggested aligning the content with seasonal trends, focusing on "Year-End Reviews" and	The team approved the dual-focus strategy. Elena will draft the blog outlines, and Marcus will coordinate with the video production team for YouTube shorts.

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"Setting Goals for 2024" in  
December.

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3.3	"FluentBusinessTalks" Conference	Discussion on speakers and format. Jonathan suggested moving from a single-day event to a three-day "Micro-Conference" series (one hour per day) to increase attendance.	The format change was approved. Sarah Vandenberg will send out new "Save the Date" notices. Marcus will reach out to potential guest speakers.
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3.4	Budget Review	Jonathan briefly reviewed the Q4 marketing budget. There are remaining funds allocated for paid ads.	Marcus will reallocate \$5,000 from general branding to specifically promote the mobile app launch.
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#### 4. ACTION ITEMS

Task	Assigned To	Deadline
Fix Android push notification bug and deploy final beta.	Priya Kapoor	October 31st
Draft blog outlines for "English for Negotiations" series.	Dr. Elena Rossi	October 27th

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Update Q4 ad spend allocation in the marketing budget.	Marcus T. Williams	October 26th
Send updated "Save the Date" for the Micro-Conference.	Sarah Vandenberg	October 25th
Research and contact three potential guest speakers.	Marcus T. Williams	November 3rd

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#### 5. NEXT MEETING

- Date: Tuesday, November 7th, 2023
  - Time: 10:00 AM (EST)
  - Agenda: Pre-Launch Checklist for Mobile App & Final Q4 Content Review
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#### 6. NOTES

- The next meeting will be the final review before the app launch. All action items must be closed by November 6th.
  - Please add any additional agenda items to the shared document by November 3rd.
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Approved by:

*Jonathan Mitchell*

Jonathan Mitchell  
Chief Operating Officer, [FluentBusinessTalk.com](https://FluentBusinessTalk.com)