



Checklist 16 - Preparing For Upcoming Strategy Meetings With Partners

Project Name: _____

Date: _____

Yes No

Your brand can make progress only when there is a proper strategy behind it. You have to make partners if you want to promote your brands, and once you have partners, you'll need to have meetings with them. These meetings are always about strategy planning, and you have to be prepared for them beforehand:

BE ENGAGED WITH THE MEETING PLANNING PROCESS:

1 As a top executive of your brand, you have to be engaged in the meeting planning process.

2 Decide and plan how the meetings will take place and set a scheduled time for them.

3 Do not call off the meetings at the spot as it will leave a bad impact on your partners.

BE CLEAR ABOUT THE PURPOSE:

4 Next, you have to think deeply about the purpose of the meetings.

5 The main purpose will be to plan the strategies for your brand and website.

Notes

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6 But if you have any more goals about improving the performance of your site, etc., you need to be clear about it and define it to the partners in the meetings.

SET A RIGHT TEAM:

7 Keep this in mind that all of your partners don't need to be in such meetings.

8 Set up a team that is related to strategic planning and assign other tasks to the rest of the members.

9 Having the right team by your side is crucial for your business, so arrange such a team and tell them about the meeting schedule.

SET A RIGHT TIME:

10 Arrange such meetings when you have new content available.

11 Set the schedule of the meeting and send it to the partners who will be joining the meeting.

12 Make some points in your mind prior to the meeting so that the strategic planning can be assisted.

Notes

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- 13 Set up a meeting calendar and include your meetings earlier in that, so that you don't have to cancel these.
- 14 Don't forget to include different departments of your brand in these meetings.
- 15 It will ensure a collaborative meeting, and the best strategy will be planned.
- 16 Manage your meetings realistically.
- 17 Be ready for the worse because at the start there will be a lot of work.
- 18 And finally, host the meeting on the meeting day, at the exact time.

Notes