

# Business Development Meeting Summary

Date: **October 10, 2023**

Attendees: **John Doe, Jane Smith, Alex Johnson**

## Agenda:

- Review of last meeting's action items
- Discussion on new market opportunities
- Strategies for client acquisition
- Next steps and responsibilities

## Key Discussion Points:

1. Action Items from Previous Meeting:
  - Follow up on potential partnership--completed by Jane
  - Update on market research--ongoing by Alex
2. New Market Opportunities:
  - Exploration of the East Coast market--potential to increase revenue by 20%
  - Consideration of virtual events to engage customers.
3. Client Acquisition Strategies:
  - Implement targeted email campaigns.
  - Utilize social media for outreach--responsibility assigned to John.

## Next Steps:

- Jane to provide a detailed report on partnership prospects by October 15, 2023.
- Alex to complete market research by October 20, 2023.
- John to draft email campaign content by October 25, 2023.

Next Meeting Scheduled: **October 30, 2023**

Thank you for your participation!