

- Emma and Helen work on DPM (Emma had said she is good with tableau, Helen, I'm not sure if you are, but I think you helped me with the assignment before with Amy's class! My apologies if it was someone else. Emma also proposed creating a survey/study, which I think is a good idea. Let's discuss the feasibility of that. Some other groups did that in the examples). - **DUE OCT 4**
 - If you guys can get it to me by like Saturday evening or early afternoon Sunday, I can put it on the site (or Helen can, whenever you guys finish it, but at least two days before our meeting with Becca and Amy, so they can review it).
- 6. Christine and Damarah work on marketing channels (can start on this now, even though it is **not due on October 4** because I'm not sure we need four people working on DPM and Digital Analysis is about halfway complete and I spoke with Christine who started this a bit already).
- 7. Evelyn and Elaina work on Digital Analysis (I've already completed about half of it, if I'm on the right track! We can go over it/whoever helps with it can check). But I'm going away at the start of next week, which is why I got a head start on it! **DUE OCT 4**
Let me know what you guys think! If anyone has preferences etc. or wants to work on something else, let me know and I'll update the project doc tonight. Also let me know if I missed anything or you want to discuss anything else.

*Remember to put links with your research and try to make visuals to go with the research. Take a look at the SWOT and PEST to see how I created links to the docs with additional research. This will help us with the pp, like Amy said! I've started compiling the good copy of our citations as well.

So far, here is what is complete on the site, so please review it and let me know if anything needs changed or if you don't like something/it is inaccurate:

- About – Helen created bios and put up this page, any changes, reach out to her (For anything else, Elaina created and has the docs/pdfs – she uploaded in the group folder though, so in word and pdf, so anyone should be able to edit, especially while she is away).
- Company Profile (missing just a few things in executive summary part like financials and marketing channels. I included a quick one line about Christine's audit in here as part of the current digital landscape)
- Brand – I included Christine's audit in here as part of the current digital landscape expanded
- Project Plan
- Environmental Research
- Internal - SWOT
- External - PEST
- Market Research (target market)
- Persona
- All the minutes up until tonight
- Waiting on Competitive (just a few things, mainly done!)

Conclusions:

- Elaina created action items email to send out to everyone after meeting, found below:

Hi guys!

Here are the action items discussed tonight:

Everyone: provide feedback on site by Tuesday, September 24th to Elaina via email (and slack if you want) provide feedback on Greg and Kim's deliverables by the 29th, morning, so Christine can put pp together - contact the individual who "owns" the deliverable, so they can edit it and provide Christine with final product. This includes

Damarah's persona deliverable, Evelyn's competitor updates, and Emma's environmental analysis updates provide feedback on deliverables for Capstone by Sunday evening (Digital Analysis and DPM) Visuals – for the site/components (take a look and see what can be created for any of the research, even if you didn't work on it.). This is not my forte, so when people send me text, I will put that up, but I think we can definitely convert some of it to a visual before sending it to Amy and Becca on Wednesday.

Damarah: Be finished with at least 3 personas with heavy detail, then multiple others with similar attributes/less detail - per David's advice. Due the 27th, with visual for site. Also be finished social media posts, due October 4 to send to Jacklin (with Christine)

Evelyn - need competitor paragraphs ASAP, also update competitor analysis with more specific call outs on paid versus owned media etc. (follow what is in deliverables that Christine read). Research due 27th for group to go over, visual will be finished by Sunday evening, the 29th

Environmental analysis updates - Emma (possibly Christine) - notes from David use SWOT and PEST – content activation, blending of brand and media in terms of advertisements and content to entertain consumers and inform them. Experiential. Mean to have their hockey team be included in other experiences (pop up stores, other things). Everything due 27th (research and visual)

DPM - Emma, draft due Sunday am, for group feedback the 29th and so it can go on the site for Amy and Becca to review before meeting

Elaina: Email Amy and Becca about site on Wednesday (will have group's and David's feedback by then)

Digital Analysis – Helen and Elaina, draft due Sunday am, for group feedback on 29th, and so it can go on the site for Amy and Becca to review before meeting

Christine - update deck by Sunday 29th, PM, so everyone can review. (everyone will have sent and provided feedback by AM). Possibly help Emma with environmental analysis, work on social media posts with Damarah - due October 4

Update site - on 29th with final versions after everyone's feedback (**Elaina/Helen**)

Long term - Emma User study/experience – survey element (assumptions around target market – Seattle metropolitan area, asking about team, digital interface) – Emma, Reddit (Seattle channel)

All new citations in RED please!

Thanks guys!

Reply all if I missed anything!

Elaina

- Decided we would have all preliminary research done for each deliverable one week in advance from actual date, to give time to synthesize and for Elaina/Helen to put it on site
- Decide if we want to convert nonfans into fans or single ticket purchasers into loyal fans
 - We chose to convert single ticket purchasers into loyal fans