

Meeting Minutes

Brightline Software – Marketing Team Weekly Meeting

Date and time	Thursday, October 8, 2026, 10:00–10:45 am
Location	Conference Room B and Zoom
Chair	Alex Morgan, Head of Marketing
Minutes taken by	Jane Doe
Attendees	Alex Morgan, Jane Doe, Sam Rivera, Priya Shah, Tom Becker
Absent	Lena Ortiz (apologies sent)

1. REVIEW OF LAST MEETING'S ACTIONS

Landing page redesign completed and live. Webinar speaker confirmed. Budget report delayed to next week.

2. Q4 CAMPAIGN PLAN

Sam presented the Q4 campaign focused on mid-market finance teams. The team discussed splitting budget between LinkedIn and search.

Decision: 60% of Q4 paid budget goes to LinkedIn, 40% to search.

3. WEBINAR ON NOVEMBER 12

Registrations at 180, target 400. Priya suggested a partner co-promotion.

Decision: approach two partners for co-promotion this week.

4. ANY OTHER BUSINESS

Tom raised the need for updated brand guidelines. To be discussed at next meeting.

ACTION ITEMS

Action	Owner	Due date
Finalize Q4 LinkedIn and search budget split	Sam Rivera	Oct 12
Contact two partners about webinar co-promotion	Priya Shah	Oct 10
Send budget report to the team	Jane Doe	Oct 14
Draft brand guidelines outline	Tom Becker	Oct 15

Next meeting: Thursday, October 15, 2026, 10:00 am, Conference Room B and Zoom

