

Mini meetings about brands

Choose meetings from the list below or take a card from a cut up copy and try to finish the meeting in 3 minutes. Choose a different chair (= chairperson) for each meeting, and try to use language with each of these functions:

Chit chat as people come in

Getting started/ Getting down to business

Welcome people to the meeting

Explain the aims of the meeting

Invite people to speak

Brainstorm

Organise the ideas and narrow down the options

Help people to reach agreement

Summarize what people have said

Move onto the next topic

Summarize what you have agreed and double check people's agreement

Bring the meeting to a close

Suggest what to do after the meeting/ Chit chat as people leave

Have a 3 minute meeting to decide how you can stretch a brand of walking boots
Have a 3 minute meeting to decide how to improve the customers' impression of the reliability of your brand of motorbikes
Have a 3 minute meeting to decide how to make your recently established brand of watches have an image of timelessness
Have a 3 minute meeting to decide how to improve the brand loyalty for your brand of toilet paper
Have a 3 minute meeting to decide how to improve the brand awareness of a pharmaceuticals company
Have a 3 minute meeting to decide how to stretch the product lifecycle of a toy based on an animated video
Have a 3 minute meeting to decide how to incorporate the product placement of a brand of kitchen knives in your movie
Have a 3 minute meeting to decide which famous person should endorse your range of sofas

Match the categories above with the language below (only 7 of the categories are included)

Did you have any trouble getting here?
Long time no see.
How many sugars?
Good to see you (all) again. How long has it been?
Tea or coffee, anyone?

That brings me on to what we are going to talk about today, which is...
Let's get down to business, shall we?
Okay, shall we get started?

Let's discuss the pros and cons later, shall we?
Is there anyone who hasn't contributed yet?
What's the first thing that comes to mind?
Let me get all these up on the board
Any (more) ideas?
Great! Give me more.
Keep them coming!
Any ideas at all are okay at this stage. We'll narrow them down later.
How about some kind of (health food shop)?
Any more examples of possible (ethnic foods)?
What does the expression 'new food' make you think of?
Let's have three more ideas and then we'll move on
Come on, don't be shy!

How can we group these together?
Any more in this category?
Maybe we should create another section for these
I think we can eliminate all the ideas connected to (German food)
Let's get it down to ten ideas, and then go on from there.

Do we all agree?
Shall we take a final vote on it?
I think that is unanimous

I think we should all give ourselves a pat on the back.
Well done everyone. Good work.
Thanks for coming.
So, I think we are done.
I guess that about wraps it up.

Anyone else ready for a drink?
Does anyone need a lift to the station?

Brainstorm language for the other categories

Hold one more meeting, this time trying to use language from this list and your brainstorming