

# Defining Success

## Collaborative Conversation Meeting Agenda

### MEETING INFORMATION

<b>Date &amp; Time</b>			
<b>Host</b>		<b>Participants</b>	

### MEETING PURPOSE

<b>Primary Purpose</b>	To have an open and productive conversation about what success looks like for: <<insert campaign name>>
<b>Desired Results</b>	To define what a successful campaign will look like and outline how we will measure the results.

### Conversation Questions:

- What is our ultimate goal for our organization with this upcoming campaign?
- Why are we doing this now?
- Who are our primary, secondary and flanker audiences?
- What is our client/customer's current problem or concern that we will be addressing?
- Is there a predisposition that we need to overcome?
- What is the main idea that we want to get out there?
- How will we know that this is working? What are the key indicators, both subjective and objective, that we will measure to know that this is working?
- Where could we get off track with this effort? How will we know? What should we do about it?

### Conclusion:

Outline next steps and determine who is leading each one.  
Set follow up meeting.