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| **Minutes - Special Call on Corporate Offering** | | |
| **Date:** 29 Aug 2018 | **Time:** 7-8pm | **Venue:** Conference Call |
| **Present:** Sabine, Elisabeth, Kiki, Eberhard, Evangelos, Malte, Peirui, David | | |
| **Apologies:** Simone, Sergej; Rob; Rebecca | | |
| **No response:** André, | | |

1. **Focus Groups (Richard‘s suggestion)**

* Events are currently around individuals (networking events)
* C-Level groups are major target for industry focus groups
* Kick-off lunch at Richard’s, identify interests and build events around these
* Frankfurt will go ahead with setting up a “trial” focus group event (in the finance area)

ACTION: Eberhard will send around break-down of corporate members by industry this week.

1. **Members Survey**

A survey among GABC members is planned in order to find out what our members (both individual and corporate) expect from their membership, future events (incl. topics), and the general services provided by GABC.

ACTION: Elisabeth, Kiki and Eberhard will make a survey suggestion. First draft circulated by 12 Sep (for next board update).

1. **University Partners**

University members are (usually) based in Australia with no access to events. Access possibilities for their alumni to GABC events have been discussed with no decision made. This could increase the awareness of GABC among alumni (event promotion through alumni networks). Suggestion to be flexible around needs of universities as well as corporate members in general. Caution around use of GABC resources for Unis as we do not have full-time staff.

ACTION: Sabine to set-up meeting with Henriette from Austrade to discuss possibilities and areas where GABC and unis could find common interests.

1. **Corporate Members**

ACTION: Each board member should contact their corporate members in order to discuss expectations and possibilities (see survey above) of their membership. This can be done as a follow-up call/meeting to the online survey or whenever deemed appropriate. Those BMs that do not have corporate members “under their wings” yet, to please set target corporates in an effort to increase corporate membership.