



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF501

Chapter: Unit 2 - Chapter 5

Chapter Name: Group communication

Today's Agenda

1. Meetings
 1. Types of Meetings
 2. Procedure of convening a meeting
 3. Minutes of the meeting
 1. Types of minutes
2. Media management
3. Press releases
 1. Characteristics
 2. Few additional tips
4. Press conference
 1. Points to be kept in the mind
 2. Checklist
5. Media interview – Tips
6. Seminars
7. Workshops
8. Conference
9. Business etiquette - Tips

1 Meetings



Meetings are the most popular method of interactive communication. It facilitates direct, face-to-face communication and essential at various levels in all organization. They serve as channels of oral communication among the members of the meeting

Supported by written communication :

- Notices to bring people together
- Agenda to structure the meeting
- Minutes to record the proceedings
- Report to pass information to higher authorities

1 Meetings

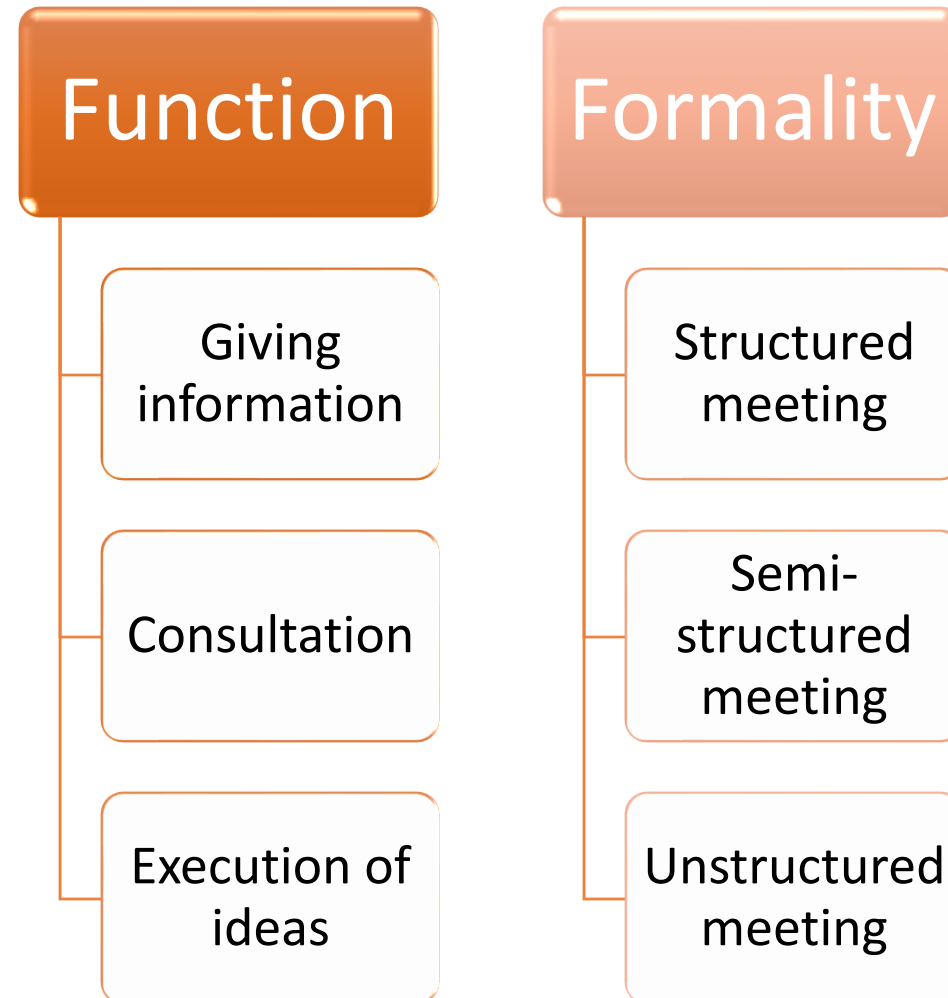


A meeting is get-together of a group of persons to discuss ways and means to deal with a specific time bound task assigned. The members of the group share common experience, common concern and common interest.

Objectives of meeting:

- To inform and explain the information to the members
- To understand the situation
- To get feedback from the members
- To exchange ideas and experience among the members
- To persuade members to accept changes
- To resolve conflicts and confusions
- To take decisions of matters affecting the group or the organization
- To generate a positive attitude among the participants

1.1 Types of meeting



1.2 Procedure of convening a meeting



Notice - The word 'notice' is derived from the Latin word meaning knowledge. The term in relation to a meeting signifies the bringing of knowledge of the meeting to the person concerned.

- **The notice informs the members :**

- Date
- Time
- Place
- Issue to be discussed
- Contribution expected from different participants



Agenda - An agenda is a list of topics covered in a meeting. A well prepared agenda will assist Chairperson in directing the business of the meeting and ensuring that decisions are reached in an efficient manner

- A copy of agenda must be sent to the members along with the notice
- Items in agenda must be serially arranged
- Any change in the order – prior approval of members is needed

1.2 Procedure of convening a meeting



1.2 Procedure of convening a meeting

The following points should be kept in the mind while drafting the agenda:

- It should be clear and explicit.
- It should be in a summary form.
- The routine items should be put first and the other matters later.
- All the matters of similar or allied character should be placed near each other on the agenda.
- All the items included in the agenda must be within the scope of the meeting.
- All the items included in agenda must be written the scope of the notice calling the meeting.

1.2 Procedure of convening a meeting

**ABC Motors India Ltd.
Lucknow**

Notice is hereby given to all the members that the next quarterly meeting of the Board of Directors will be held on Tuesday, 12th August, 2008 at 11:30a.m. in the Board room.

Agenda

1. Conformation of Minutes of the last meeting.
2. Matters arising from the minutes.
3. Financial irregularities in Naya Nagar branch.
4. To appoint a committee for employees' welfare.
5. Any other matter with the permission of the chair.
6. Date of next meeting.

Secretary

1.3 Minutes of the meeting



The items or topics listed in the agenda are discussed serially one by one. All the participants express their views/opinions and discuss amongst themselves the pros and cons of each item of agenda. Finally, they arrive at some conclusions or decisions, which are always kept on official records. We call them as minutes of a meeting.

1.3 Minutes of the meeting

The purpose of writing minutes is

- To serve as the formal record of discussion.
- To serve as a background for future discussions.
- The minutes of a meeting must contain:
 1. Date and the number of meeting.
 2. A list of name of those who attended the meeting.
 3. A list of those who did not attend and from whom apologies were received.
 4. The record of conformation of the previous minutes and any amendments agreed to by the committee.
 5. The essential, relevant background to the topic under discussions.
 6. A clear and unambiguous record of the decision reached/resolution, and if appropriate, of those individuals/bodies responsible for taking subsequent action.
 7. Where discussion of a specific case leads to a policy issue, it is important that a separate minute be written on the policy issue.

1.3.1 Types of minutes

1. **Minutes of resolutions** - only the resolutions passed at a meeting are recorded and no reference is made to any discussion preceding the resolutions.
 - Decision, which are within the power of the committee, are introduced by the words.....'**it was resolved that.....**'
 - Sometimes the members of the meeting are not empowered to take decision on the given subject. Such recommendations, which needs to be referred to an officer or others for approval, are introduced by the words.....**It was resolved to recommend.....**'

It was resolved that Sri Y.K.Yadav be and hereby appointed as the Deputy Manager of the company with effect from 01/08/2008, at a consolidated salary of Rs. 40, 000 per month and other benefits as per rules of the company.

Since the changes are required to be approved by the Managing Director, it was resolved to recommend omitting clause 7 of the employment contract of the Managing Director.

1.3.1 Types of minutes

2. Minutes of narration - Minutes of narration are somewhat similar to a report. Here, in addition to the resolutions passed, a brief account of the discussion and the voting pattern is also included

Pitambar Cement Industries Limited
Minutes of the Fourth Meeting of the Board of
Directors held at the Head office of the company
(13, Mahatma Gandhi, Marg, Allahabad) at
3:15 p.m. on Wednesday, 20th August, 2008

Present: Sri V.P. Singh	- Chairman
Sri S.K. Srivastava	} Directors
Sri G.M. Malhotra	
Sri Pankaj Kumar	

Absent: Sri D.K. Srivastava
Sri S. Malik

1.3.1 Types of minutes

4.01 Conformation of the Minutes of the last Meeting

The minutes of the meeting held on April 10 , 2008 were approved by the Board and signed by the Chairman.

4.02 Conformation of the Appointment of Directors

The Secretary reported that all the Directors present had accepted the office and signed the agreement to take the required number of qualified shares. He also stated that these documents had been filled with the Registrar of Companies, Uttar Pradesh State.

4.03 Appointment of the Managing Director of the Company

It was resolved that Sri S.K.Srivastava be appointed Managing Director of the company.

4.04 Accommodation for the Branch Office at Lucknow

The Secretary reported that five rooms in Suraj Building, Lucknow were available at rent of Rs.10, 000 per month. The Branch Manager had examined and found them suitable for our purposes. He had proposed that these be rented. The proposal of the Branch manager was approved.

4.05 Date for the Next Meeting

The secretary was directed to call the next meeting of the Board on 10th December, 2008.

V.P. Singh

Chairman

23rd August, 2008.

Salil Rastogi

Secretary

2 Media management

- Mass communication is yet another dimension of communication whereby a business organization endeavours to reach out to a wider section of the society.
- In a business letter, both the addressor and the addressee are specified.
 - Addressor is the business organization
 - Addressee is a person, firm or legal entity
- Mass communication aims at reaching out to well-defined target group which is not confined to any known address
- Communication not only reaches out to the target audiences, but also attracts their attention
- Public relationship department - who takes care of all these activities which are related to media.

3 Press releases

- Press releases relates to the announcement of the important message or development concerning themselves that organization wish to convey to the public at large, through the press and other media
- Means of communication
 - Direct - personal letters, e-mail, direct mailing of brochures and reports, telephone messages etc
 - Specific
 - General - large section of the community spread across different target groups
- Press releases for any business organization would cover various happening and business related information
- Press releases would generally include financial results, product launches, performance highlights, new branches and offices, change in management, benefits to the customer and the shareholder, community oriented initiatives, tie-up and joint venture, cessation of business, awards and achievements, ratings and rankings, research findings, meeting and conferences
- Helps in image boosting

3.1 Characteristics

- 
- It should be newsworthy
 - It should be factually true
 - It should be brief and precise
 - It should be drafted in a simple language and conversational style
 - It is suitable for publication
 - Who, what, when, where, why,

3.2 Few additional tips

Every release should be given a heading, which is catchy and suggestive but not misleading

The first one or two paragraph that constitutes the lead should be interesting. Besides, they should give the gist

Paragraphs should be kept short, and if desirable, they should be provided with sub-headings

Every release should be accompanied with a covering letter

4 Press conference



Press conference (news conference, media conference) is called when an organization has something newsworthy to tell to the media, and when more in-depth approach and discussion is needed

4.1 Points to be kept in the mind

While organizing press conference following points should be kept in the mind :

- An invitation to the conference should be sent to reporters and desk editors a week ahead - a day or two before it – a phone call reminder to be made
- Between 9-11 in morning or 4-7 in evening
- Several persons participating: the press officer who knows the reporters will open and facilitate it
- One or two prominent persons should be present, who will give a 10-min statement each on the issue
- After which the facilitator will give floor to the reporters to ask questions
- Ideally it should be finished in 45 min. After that individual interviews can be given.
- A “press kit” is usually distributed at a conference, containing a press release, background of organizers, report, research results, fact sheets, list of experts, etc
- Sometimes even filmed material or photo material is distributed
- Reporters like to say that “A press conference should scream for a headline”
- Media events should be organized instead of press conference

4.2 Checklist

LOCATION

- Accessible by public transportation
- Available parking space
- Exact address, phone and fax number
- Registration desk at the entrance, with a person greeting the reporters
- Translation booth if foreign reporters expected

SITE

- Are there enough electricity plugs for TV crews?
- Are the fuses strong enough?
- How many people can attend?
- Tables and chairs – number and position
- Platform for camera and photographers behind the reporters
- Check the light, heating
- Is there a photocopy machine available?
- A desk with press kits

4.2 Checklist

- Table for the participants – seating arrangements
- Glasses with water on the participants' table
- Where do the participants enter from and where do they leave?
- Is there a separate room for individual interviews?
- Where is the toilet?

AUDIO-VISUALS

- Dropdown with the organization-action logo above the participants
- Projectors – transparencies, video, LCD
- Computers, laptops, monitors – platform – Windows or other?
- Microphones for participants, and portable microphone for floor questions
- Loudspeakers
- Recording – audio, video, photographer?

4.2 Checklist

DURING THE PRESS CONFERENCE

- Have a sign-in sheet for the press and any visitors so you know who was there
- Tell reporters at the beginning of the press conference how much time the speaker has, and be prepared to cut off questions at that time
- Keep the press conference and statements short. The press will be more receptive to an official who makes a short statement and takes questions as opposed to one who gives a half hour speech
- Allow time for questions
- Tape the remarks made by the government official so that they can be transcribed for a permanent record
- Get responses to unanswered questions. If an official is asked a question that he or she cannot answer, he should admit it but promise to get back to the reporter later that day — before his or her deadline — with the information

4.2 Checklist

AFTER THE PRESS CONFERENCE

- Put a transcript of the press conference on your Web the page as soon as possible to make it widely available
- Send hand-out materials and a transcript to any media who could not attend but have an interest in the story
- Fulfil all promises for additional materials or responses to unanswered questions within deadline times
- Check each step of operation, and write up your notes for the next conference

5 Media interview - Tips

- Never wing it
- Start small
- Be in control of the interview
- Return to key points as often as possible
- Minimize distractions
- Make eye contact with the journalist
- Do not repeat an interviewer's negative comment
- Avoid jargon, industry language and acronyms
- Never speculate
- Be responsive, but always remember your purpose

6 Seminars



A seminar is a discussion in a small group in which the result of research or advanced study is presented through oral or written reports. The main purpose of a seminar is to share knowledge and to get the views of equally knowledgeable persons

- Seminar is, generally, a form of academic interaction, either at a university or offered by a commercial or professional organization
- It has the function of bringing together small groups for recurring meetings
- This is often accomplished through an ongoing dialogue with a seminar leader or instructor, or through a more formal presentation of research
- Make a seminar organization timeline working back from your seminar date
- Participants must not be beginners in the field under discussion
- A place where assigned readings are discussed, questions can be raised and debate conducted, relatively informal

7 Workshops



A workshop is also a gathering or training session which may be several days in length. It emphasizes problem-solving, hands-on training, and requires the involvement of the participants. Often a symposium, lecture or meeting can become a workshop when it is accompanied by a practical demonstration.

7 Workshops

- Project a “kind but firm” attitude. Show flexibility, sensitivity, curiosity, and an encouraging demeanour
- Tell participants about the workshop topic and how you intend to conduct the workshop
- Speak on the workshop topic for about five minutes raising the major issue
- Draw upon the experiences of the group to teach other group members by inviting them to express their views on the issues under discussion
- Continue the discussion on the major issues and sub-issues until the participants’ interest has peaked
- Invite questions from participants and in case of lack of response stimulate the discussion by directing questions at the participants by name (when possible)
- Keeps the discussion balanced not allowing one view to dominate and keep the discussion on track
- Ensure that each participant gets due share of their time to exchange ideas on issues of concern to them
- Ensure that the volunteer participant appointed by you, takes notes of the major points discussed in the workshop
- Thank participants at the end of the session for their attention and participation

8 Conference



9 Business etiquette - Tips

- Make sure to treat each person you interact no matter what his or her position in the corporation, with respect
- Before an event, use your address book or your “people database” to refresh your memory about the people you are likely to meet
- Apologize when you step on toes
- Let people know that you appreciate what they do which will boost morale and improve work quality
- Keep records of people who matter to you and acknowledge if they receive a promotion and wish them on their birthday, anniversary or any other occasions
- When meeting make sure that all the participants know about the schedule, the objective of the meeting, matter that is to be discussed and the expected duration of the meeting

9 Business etiquette - Tips

- Distribution of minutes and summaries of meetings and thanking each participant after meeting is a basic courtesy
- Always return calls, if you are unable to answer, have a polite message on the answering machine that will be returned at the earliest
- Never make anyone wait
- Never be late for a meeting or for work
- Dress is also a very important aspect in maintaining good business etiquette
- Make sure your employees practice good etiquettes to customers and to each other to be able to work in a friction free atmosphere
- The fork goes on the left. The spoon and knife go on the right. Food items go on the left, so your bread plate is on your left

9 Business etiquette - Tips

- Drinks, including coffee cups, should be on the right
- When sitting at a banquet table, you may begin eating when two people to your left and right are served. If you haven't been served, but most of your table has, encourage others to start. Reach only for items in front of you, ask that other items be passed by a neighbor. Offer to the left, pass to the right, although once things start being passed, go with the flow
- Do not thank your hosts at the end of the meal. 'Thank you' is considered a form of payment and therefore insulting