MEETING PREP · INTERNAL

Giant Partners / Play 360 Hoops Weekly

360 calendar · Recurring · Campaign align

Wed Sep 16 · 1:00–2:00 PM ET
Event TZ America/Los_Angeles → 1–2pm ET
Meet: yze-ppjf-kks
Organizer: brian@giantpartners.com

WHO / RSVP (FROM CAL)

- **Brian Miller** — Giant Partners (organizer, accepted)
- Accepted: Patrick · Shane
- needsAction: Anthony · Hanna · Keith · Conor · SteveP · Agustin
- Tentative: Estefania
- Invite purpose: weekly align on the campaign (from Brian's description)
- Public: Giant Partners = data-driven marketing agency (Thousand Oaks, CA) — no campaign metrics invented

SNAPSHOT · SIGNALS

- Sep 14 #360-co-founders Patrick: consider LinkedIn with Giant Partners campaign (sports industry popular) — "ask what that looks like"
- No campaign KPIs / spend / lead counts in Slack hit — do not invent metrics
- Anthony RSVP still needsAction

TALKING POINTS · ASKS

- Ask Brian/team: what does LinkedIn placement look like? (Patrick's Sep 14 ask)
- Align on this week's campaign actions — take their numbers; don't invent
- Confirm owners on 360 side (Patrick/Hanna/Shane/Keith)
- RSVP accept before call

> **Win:** LinkedIn question answered; one clear weekly owner + next deliverable without invented metrics.