

The meeting report

A valuable communication tool

Participating in standardization involves travel to committee meetings and conferences or participating electronically.

After such a meeting you have a unique opportunity to share what you achieved and get the recognition you deserve for your hard work.

A well written meeting report can be an invaluable tool to communicate the benefits of the standards you are contributing to and how they fit into the bigger corporate picture. It is an important complement to your business case. With it you can also increase overall awareness about the importance of your and others active participation in standardization.

Share it widely

Distribute your meeting report widely to all departments that are impacted by the standard and beyond. It helps people understand what transpired in the meeting and how this impacts your company. The meeting report provides them with relevant information and follow-up actions that could result in a competitive edge for your company. It can act as a catalyst to increase engagement and support for standardization.

How to write your report

Focus on the essence, be short and concise.

Only pick topics (no more than 10 or 15) that are relevant to your company. They should have a high impact in terms of investment or processes. This will also help reinforce your business case for participation. Indicate what corporate positions you defended, share information you gathered and action points that should be considered. All of this demonstrates that you are aware of corporate strategy and objectives and don't work in isolation.

Every meeting report is an update of your business case. Information and actions in this report justify your participation in the next meeting. Anyone who reads your report, but especially those who decide on your funding, should understand that your involvement is crucial for the company.

Keep your meeting reports accessible

Make sure that you disseminate your meeting report widely in the organization. If you have access to an internal web page, post it there. Keep past meeting reports accessible for you and others; this is a good way to monitor progress. It is also a way of documenting how your company participated in a given technical committee.

A rich source of information

Your meeting report helps you prepare for your next meeting, allowing you to contribute even more efficiently. Read it before you leave on your next trip and make sure that action points have been taken care of.

Content from your meeting reports can also enrich and contribute to other documents you have to write throughout the year such as activity reports, newsletters, executive briefings, performance reviews, etc. Your meeting reports might one day also become an important training tool for new experts who follow in your footsteps.

Trip report (example)

Full name:	John Me
Contact information (make it easy for people to	The Company, Policy and standardization department, Tel: +00/00 000 0000

find and contact you)	john.me@thecompany.com
Meeting	TC 88: Windturbine, technical meeting, 15 – 16 January 201x, Gdansk, Poland
Organization (add here a brief description of the organization whose work you participated in and why its Standards are relevant to your company; how do they impact your company's projects or products and ability to do business.)	IEC (International Electrotechnical Commission) is a global standards body that prepares International Standards for all electrical and electronic devices and systems. The Company works with IEC since a couple of years in (list areas and technical committees). <ul style="list-style-type: none"> • The whole wind industry (buyers, investors, insurers, regulators) use IEC Standards to compare the performance of wind turbines of different manufacturers • Marketing & Sales: easier comparison of our products with those of competitors. Facilitates market access in many countries • R&D: easier performance comparisons of new wind turbine designs • Quality & Safety: facilitated verification of wind speed performance and abrasion resistance • Certification: faster, cheaper, simplified • Regulatory: faster, simpler approvals
Committee	TC 88 Windturbines. 561 experts from 24 countries many of them from competitors but also potential customers or regulatory offices. There are currently 17 different standards in development.
Current work (describe how and where these Standards are used in your company's projects)	I am currently participating in the standardization work of IEC 61400-4 which covers the design requirements of the gearbox of wind turbines. Gearboxes are an essential part of our wind turbines. These specifications are an important element to ensure that our gearboxes have a lifetime that is similar to the wind turbine itself. Through my participation I am able to ensure that The Company's technology and all our needs are taken into consideration and that we have all the elements in place to design wind turbines that will pass certification and inspection in many countries in the world. This standard will allow us to identify and eliminate design flaws by verifying their design through specific test criteria. The final standard will contain all the terms, definitions, conventions, symbols and detailed guidelines in terms of service, maintenance, inspection, commissioning and run-in. It also stipulates transport, handling and storage, installation, repair, condition monitoring and lubrication requirements, including oil type, oil test and analysis.
Scope of meeting (what was the purpose of this meeting)	Discuss maintenance guidelines for wind turbine gearbox
Experts present (highlight competitors, potential customers and other interesting participants)	25 experts from 15 countries were present at the meeting. Notably experts from competitor a, b, c, and d participated. There was also the regulator from country y, and potential customer z.
Highlights of meeting (list any company positions you supported, any votes that may impact your company. Share important information and competitive intelligence you obtained. Highlight any special responsibilities or action items you have taken on board. Outline your recommendations on further corporate actions and	During the meeting I was able to point out how The Company is ensuring servicing of its wind turbines. I was able to make the case for point x and y which found approval among the experts present and have been included in the draft standard. These are important for us because (explain in one sentence). I also managed to soften and neutralize statements (explain in a couple of words) which our competitors wanted to include. If these had come to pass it would have been negative for The Company because (explain in one sentence). During the coffee-break I had a talk with regulator y and got insights into changes in their national regulation that might impact some of our wind

<p>support. State who would benefit/who should be aware internally about the information you obtained. Make it clear that these are just highlights of the meeting)</p>	<p>turbine designs – action point: transfer info to regulatory group</p> <p>During lunch several experts discussed how to overcome (explain technical detail) and expert syz provided interesting insights into how they solved that problem – action point: feedback to technical design department</p> <p>From the intervention of competitor a I was able to deduct that they will increase their investments in the development of windturbines of type f.</p> <p>In the next meeting we will discuss specific topics around installation and I will recommend the involvement of our expert m to better defend our corporate position in this area.</p> <p>Please contact me if you would like to have a more detailed report on the meeting.</p>
<p>Next meeting:</p>	<p>date and location + scope</p>

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