

GovSpend

# Customer Webinar

Get to Know Meeting Intelligence

# Agenda

- Why is Meeting Intelligence Valuable?
- Search Tips
- How to Navigate Meeting Intelligence
- How to Leverage Meeting Documents
- Sneak Peak: AI Meeting Summaries
- Recap

# Why Meeting Intelligence?

- Listen to discussions about bids that might not yet be out for RFP and get a head start over your competitors
- Identify in almost real-time when you or a competitor are being discussed well before projects come out
- Access data driven intelligence and context not available elsewhere as to what a committee or agency is going to do
- Access meeting documents like agendas and minutes to supplement meeting transcripts

*\*Reach out to your RM for additional support*

# Meeting Intelligence Search Tips

- Use keywords and phrases that are more **conversational**
  - “Budgeting for drones”
  - “Planned spending”
  - “Out for bid”
- Use “**action**” keywords as opposed to or in combination with product or brand keywords
  - “migration”,
  - “replacement”
  - “improvements”
  - “transition”
- Be **forward thinking** - search for what an agency might be doing in the future so you can get ahead
- Search for grants, grant funding, or special funding

*\*Reach out to your RM for additional support*

# Recap:

- The power of meeting intelligence is the **pre-RFP insight** that allows you to get ahead of competition
- Use keywords and filters to focus your search on meeting content most important to you
- Specify what you search, whether you want transcripts, documents, or both
- Jump directly to the point in the transcript where your keyword is mentioned
- View text snippets from documents where your keyword is with content
- Focus on conversational phrases or action words, remember you are searching on spoken word
- Get excited for AI Meeting Summaries!

*\*Reach out to your RM for additional support*

# Next Steps

- Refer to our recent [Release Notes](#) for additional information on Meeting Documents
- Reference our [help documentation](#) for additional detail
- Reach out to your RM's for additional help setting up meaningful Meeting Intelligence Searches
- Send feedback our way, we want to hear from you!