

# Brazil Agenda

International Visitor's Name  
*Begin and End Date for Visit*

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## Brazil Agenda

Date - Use format Day of Week, Day, Month, Year

dd/mmm/yy - 09:00/09:00 - Arrival - Sao Paulo - Flight xxxxx

International Airport in Guarulhos at Terminal 2

No airport pick-up. Taxi Facilities right outside the main building - payment can be done with credit card at taxi booth (outside the main building - to the right)

dd/mmm/yy - 10:30/10:30 - Estimated arrival - Hotel xxx Sao Paulo

**ADDRESS**

Alameda Santos xxxx  
01419-001 São Paulo, Brazil

Tel: +55 11 xxxx-xxxx  
Fax: +55 11 xxxx-xxxx  
E-mail: [@xxxx.com](mailto:@xxxx.com).

Reservation by \_\_\_\_\_, guaranteed by guest' credit card.  
Arrival: \_\_\_\_\_ and Departure: \_\_\_\_\_

dd/mmm/yy - 10:30/12:30 - Free-time

dd/mmm/yy - 12:30/14:00 - Lunch with xxxx team

**Location:** Restaurante xxxx - right beside the hotel

**Pick-up:** Carlos will meet you at the lobby and walk you to the restaurant.

**Attendees:** Cris, Maria, Andrea and Paulo

**Subjects to be discussed:**

- ✓ International update on strategy, product and services, latest win cases
- ✓ Overview of Brazilian market
- ✓ Overview of agenda
- ✓ Briefing on most important customers/visits
- ✓ Briefing on next appointment

dd/mmm/yy - 14:00/14:30 - Travel to customer A

Team will leave from xxxx Restaurant

dd/mmm/yy - 14:30/ 16:30 - Meeting with customer A

**Location:** Av. xxx 1111 - 11 floor - meeting room: Brazil

**Meeting Organizer:** Mário

**Participants - Our side:**

|        |                                    |
|--------|------------------------------------|
| Paulo  | General Manager                    |
| Andrea | Sales Director                     |
| Mario  | Sales Director - Financial Markets |

**Participants - Their side:**

|           |                             |
|-----------|-----------------------------|
| Andre     | CIO                         |
| Francisco | Director - Asset Management |
| Maria     | Director - Treasury         |

**Briefing - Customer:**

**Customer's Business:**

*(include here: description of their business, how they make money, their needs and pains, their market strategy and trends)*

**Customer's market position and competitors:**

*(include here: market advantages, key differentiators and competition)*

**Briefing - Agenda:**

**Meeting TAKE-AWAY:**

*(what do we want from this meeting? What are we going to consider a success out of this meeting?)*

**Meeting Agenda:**

*(script for the meeting)*

**Business Opportunity:**

**Our Relationship with This Customer (including purchase history):**

What should be avoided? What can go wrong?

dd/mmm/yy - 16:30/17:00 - Travel to customer B

Team will leave from Customer A

Renato will join you at Customer B's main building lobby.

dd/mmm/yy - 17:00/ 18:30 - Meeting with customer B

Location: Av. xxxx - xx andar

Meeting Organizer: Renato

**Participants - Our side:**

|        |                                    |
|--------|------------------------------------|
| Paulo  | General Manager                    |
| Andrea | Sales Director                     |
| Renato | Sales Director - Financial Markets |

**Participants - Their side:**

|           |                             |
|-----------|-----------------------------|
| Andre     | CIO                         |
| Francisco | Director - Asset Management |
| Maria     | Director - Treasury         |

**Briefing - Customer:**

**Customer's Business:**

*(include here: description of their business, how they make money, their needs and pains, their market strategy and trends)*

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*(what do we want from this meeting? What are we going to consider a success out of this meeting?)*

**Meeting Agenda:**

*(script for the meeting)*

**Business Opportunity:**

**Our Relationship with This Customer (including purchase history):**

What should be avoided? What can go wrong?

dd/mmm/yy - 18:30/19:00 - Travel to dinner's restaurant

Team will leave from Customer B

dd/mmm/yy - 19:00/ 21:00 - Business Dinner with customer B

Location: xxxx Restaurant

Meeting Organizer: Renato

**Participants - Our side:**

|        |                                    |
|--------|------------------------------------|
| Paulo  | General Manager                    |
| Andrea | Sales Director                     |
| Renato | Sales Director - Financial Markets |

**Participants - Their side:**

|           |                             |
|-----------|-----------------------------|
| Andre     | CIO                         |
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**Meeting Agenda:**

*(script for the meeting)*

**Business Opportunity:**

**Our Relationship with This Customer (including purchase history):**

What should be avoided? What can go wrong?

dd/mmm/yy - 19:00/19:30 - Travel to hotel

Renato will take you to hotel

Date - Use format Day of Week, Day, Month, Year