CLAIMS

1. A meeting quality assessment system; said system comprising at least one web enabled server in communication with a plurality of digital communication devices; the web enabled server incorporating a processor and a memory; the processor executing instructions stored in the memory and as modified by data contained in the memory; the processor executing at least following steps:
   a) receiving meeting invitations from a meeting organizer with reference to all participant email addresses;
   b) the meeting invitation including a predetermined meeting time; the predetermined meeting time comprising a meeting start time and a meeting end time;
   c) each meeting invitation also addressed to at least one meeting type email address;
   d) the meeting type email address includes a meeting type descriptor;
   e) the web enabled server executing a macro portion which responds with an acceptance to each meeting invitation;
   f) the web enabled server executing a macro portion which further provides a link to associate a recurring set of meetings with other recurring sets of meetings; and wherein the recurring set of meetings are associated as one or more of recurring meetings within a recurring series of meetings;
   g) the meeting type descriptor input as an argument to a question generating function executing a macro portion which on the web enabled server;
   h) in a separate step survey questions are communicated to each participant at the predetermined meeting time on a digital communication device of each participant; the questions being a function of the meeting type descriptor;

i) each digital communication device generating participant response data from answer data entered into the digital communication device with reference to each question by each participant;
j) on completion of the survey questions by each participant, the response data is transmitted from each digital communication device to the web enabled server;
k) the web enabled server collates by execution a macro portion the participant response data and after a predetermined collation time transmits assessment data to each digital communication device;

A. wherein said macro portion is assembled to enable execution of granular generation and dissemination of questionnaire forms and resulting report forms on a platform on the web enabled server or the digital communication device; the system comprising at least a first lookup table stored in the memory on the web enabled server and wherein the system:

- defines said first lookup table which maps specified parameters against specified patterns;
- defines said macro portion which is a function of said specified parameter and of said platform;
- transmits said macro portion specified in said first lookup table to said platform;
- installs said macro portion in an application on the platform;
- executes said macro portion on the platform;
- whereby a survey is created at runtime on said platform when executing said macro portion, wherein said macro portion utilises at least

one of: instantaneous conditions, meeting data, recurring meeting data, historical data artificial intelligence or user-defined data; and

l) and wherein the survey questions are communicated to a list of participants; the list of participants obtained by including a proxy email address as a participant address in a list of participant email addresses whereby the web enabled server receiving an invitation addressed to the proxy email address also receives the list of participant email addresses; the web enabled server subsequently transmitting the survey questions to the participants identified by the list of participant email addresses.

2. The system of claim 1 wherein the assessment data comprises a score.

3. The system of claim 1 wherein the assessment data is parsed to provide a meeting tone value.

4. The system of any one of claims 1 to 3 wherein the step of communicating the survey questions further includes a step of providing questions from an earlier meeting prepopulated with answers provided to those questions from a previous meeting.

5. The system of any one of claims 1 to 3 wherein the step of communicating the survey questions further includes a step of providing questions for each respective participant and only those questions answered by that respective participant from an earlier meeting prepopulated with answers provided to those questions by that respective participant from a previous meeting.

6. The system of claim 5 wherein the step further includes prepopulating a most likely answer for each respective participant using artificial intelligence from stored data or from publicly available data on the internet to calculate using the artificial intelligence.

7. The system of any one of claims 1 to 3 wherein the step of communicating the survey questions further includes a step of providing a subset of one or more inputs.

8. The system of claim 7 wherein the one or more inputs are in the form of questions, a set of multi choice, radio button or check box like hyperlinks.

9. The system of claim 7 or 8 wherein each hyperlink is unique and corresponds to a complete answer.

10. The system of claim 9 wherein the hyperlink contains selective value of the answer previously supplied either from smartphone or when the hyperlink has been previously used.

11. The system of claim 10 wherein if not previously scored then a default value is used.

12. The system of any one of claims 7 to 11 wherein the hyperlink also contains an identifier for the participant that is unique to this meeting.

13. The system of any one of claims 7 to 12 wherein in addition each hyperlink contains a unique one-time password.

14. The system of claim 13 wherein if it is detected that the hyperlink has been tampered with, then the web enabled server silently disconnects and nothing is shown in a participant browser.

15. The system of claim 14 wherein tampering with the hyperlink is determined by determining if content of the hyperlink has changed.

16. The system of any one of claims 8 to 15 wherein selecting on the hyperlink updates a database within the hyperlink with explicit selections and implicit selections contained within the hyperlink.

17. The system of any one of claims 1 to 16 wherein the web enabled server communicates the invitation to each participant to the digital communication device operated by each participant.

18. The system of any one of claims 1 to 17 wherein the predetermined collation time is 24 hours.

19. The system of any one of claims 1 to 17 wherein the predetermined collation time is zero.

20. The system of any one of claims 1 to 17 wherein the assessment data includes a score value.

21. The system of any one of claims 1 to 17 wherein the assessment data includes a graphical comparison between and within the recurring series of meetings.

22. The system of any one of claims 1 to 21 wherein the questions are presented in an email.

23. The system of any one of claims 1 to 21 wherein the questions are presented in a browser window by execution of a browser application accessed by a link in an email.

24. The system of any one of claims 1 to 21 wherein the questions are presented on a smart phone platform as a display application executing on the digital communication device.

25. The system of any one of claims 1 to 21 wherein the digital communication device is a hand held digital communication device.

26. The system of any one of claims 1 to 21 wherein the digital communication device is a smartphone.

27. The system of any one of claims 1 to 26 wherein the system analyses and assesses the assessment data from multiple participants across multiple meetings thereby to report globalized results.

28. The system of claim 27 applied in the context of recurring meetings which will occur for a particular endeavour and where there will also be associated recurring meetings.

29. The system of claim 28 wherein a project has recurring project team meetings, recurring steering committee meetings, recurring stakeholder meetings, backlog, demonstration, retrospective, risk, program and portfolio meetings and Customer Acquisition meetings.

30. The system of any one of claims 27 to 29 wherein the survey compares meetings from the same recurring set but for a set of all meetings for the endeavour.

31. The system of claim 1 wherein the macro portions include merge portion links; each merge portion link linking to a code which is a function of a parameter.

32. The system of claim 1 or 31 wherein the first lookup table is a macro mapping table.

33. The system of claim 1 or 31-32 wherein the participant may define a new parameter in the first lookup table.

34. The system of claim 33 wherein the new parameter is defined with assistance of a portal executing on the web enabled server.

35. The system of claim 34 wherein the portal issues a macro portion to the platform in response to execution/invoking of a “new parameter” parameter in the macro mapping table.

36. The system of any one of claims 1, 31 to 35 wherein the system can generate new parameter.

37. The system of claim 36 wherein the new parameter is generated in response to the participant invoking execution of the parameter.

38. The system of claim 1 wherein the platform is an email platform.

39. The system of claim 1 wherein the platform is a browser platform.

40. The system of claim 1 wherein the platform is a smart phone platform.

41. The system of claim 1 wherein the application is a browser.

42. The system of claim 1 wherein the application is an application executable on a smartphone.

43. The system of claim 1 wherein the application is an email application executable on a digital communication device.

44. Media containing code which, when executed on a platform, gives effect to the system of any one of claims 1 to 30, 38 to 44.

45. The system of any one of claims 1 to 44 wherein authorised participants are granted the right to schedule reports on aggregated meetings from specific customers.

46. The system of claim 45 wherein the reports may take the form of standard reports such as program or sales review reports or developed by themselves using functionality.

47. The system of any one of claims 1 to 46 wherein the surveys and results are delivered in a specified language generated by a translation engine.

48. The system of claim 47 wherein the email address is modified to include a two letter country code of the specified language.

49. The system of any one of claims 1 to 48 further including a portal which provides a facility for additional communication to be added to a communication made by the system.

50. The system of claim 49 wherein the additional communication takes form of a communication being phrased differently to suit determined traits.

51. The system of claim 50 wherein each additional communication is phrased differently to suit the determined traits from a grouping of four traits.

52. The system of claim 51 wherein each additional communication is comprised of sub-portions and wherein proportions of the sub-portions for each trait are apportioned according to the proportion of each trait of the receiver.

53. The system of any one of claims 45 to 52 wherein a group of people can be selected as participants of the meeting or any of the aggregated meeting types eg., program or partner

customer or pulse and wherein the additional communication will be added to any communication that is to be sent within a specified timeframe.