



Communications, Events and Marketing (CEM) Steering Group Meeting

Saturday 8th February 2014

Quality Coventry, Birmingham Road, Allesley, Coventry, CV5 9BA,

The Manor Room

Commencing at 1.30pm

AGENDA

1. Opening remarks
2. Apologies for absence
3. To confirm minutes from previous meeting (2 November 2013, paper no: 008-13-CEM)
4. Matters arising from those minutes (not under agenda items)
5. To receive any relevant correspondence
6. Annual Convention 2014 – Blackpool 9-12 May 2014
 - 6.1. Second meeting with Winter Gardens, Police, Visit Blackpool and Licensing dept of Authority
 - 6.2. Programme for 2014 event
 - 6.3. Budget
 - 6.4. Stage entertainments
 - 6.5. Friday night
 - 6.6. Saturday night
 - 6.7. Sunday night
 - 6.8. New Annual Convention website
 - 6.9. Draft designs for Convention posters/banners etc
 - 6.10. Invite to anyone who wants to help with comms over the weekend
 - 6.11. Sponsors for event
7. Annual Convention 2015
 - 7.1. Venue & Dates – Riviera Centre, Torquay 24 - 26 April 2015
 - 7.2. Two year deal 2017 – Riviera Centre, Torquay 21 - 23 April 2017
8. Annual Convention 2016
 - 8.1. Venue - Blackpool
9. Communications & Marketing
 - 9.1. Changes to team
 - 9.2. Feedback on stats re Facebook/Twitter/YFC Buzz
 - 9.3. Feedback on the Social media guide for clubs and counties
 - 9.4. Rural+ campaign
 - 9.5. Ten26 update

10. Fundraising
 - 10.1. Affinity deals
 - 10.2. Annual Convention sponsors - update
 - 10.3. Cheltenham Race Day update
11. Area feedback reports & calendars – area/counties
 - 11.1. Note any new innovative events held by County Federations or Area's
12. Any other business
13. Date of next meeting
 - 13.1. **Saturday 28 June 2014**
14. Closing remarks