

Communications, Events and Marketing (CEM) Steering Group Meeting

Saturday 28th June 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 previous meeting (8th February 2014 paper number refers: 002-14-CEM)
4. Matters arising from those minutes (not under agenda items)
5. To receive any relevant correspondence
6. Area feedback reports & calendars – area/counties
7. YFC Travel Ski Trip 2015 - Saturday 3 January - Saturday 10 January 2015
8. Annual Convention 2014 Update – Blackpool, 9th-11th May 2014
 - 8.1. Ticket Sales & number of attendees
 - 8.2. Event Management Team - feedback from chief steward
 - 8.3. Summary of incidents at venue and in Blackpool town
 - 8.4. Lancashire Police
 - 8.5. Security (Showsec)
 - 8.6. Medical Cover (Arley Medic Servs)
 - 8.7. Event survey feedback from members (including entertainment, comps and registration)
 - 8.8. Budget summary
 - 8.9. Feedback from/about:
 - 8.9.1. Sponsors
 - 8.9.2. Massey Ferguson Bar
 - 8.9.3. T Shirts
 - 8.9.4. Photography service
 - 8.9.5. Hotels
 - 8.9.6. Blackpool Pubs and Clubs
9. Annual Convention 2015 & 2017 (two year deal), Torquay
24th - 26th April 2015 & 21st - 23rd April 2017
 - 9.1. First meeting with Police and Licensing dept of Authority James Eckley
 - 9.2. Suggestions from survey from members for 2015
 - 9.3. Programme for 2015 event
 - 9.3.1. Budget to be tabled
 - 9.3.2. Ticket Prices to be tabled
 - 9.3.3. Stage entertainments
 - 9.3.4. Friday night - theme
 - 9.3.5. Saturday night - fancy dress theme ideas with agreement on poll
 - 9.3.6. Sunday night - theme

9.3.7. Communications theme and tools/designs for 2015

10. Annual Convention 2016
 - 10.1. Blackpool two year deal?

11. Communications & Marketing
 - 11.1. Latest update on social media and comms
 - 11.2. Ten26 update
 - 11.3. Review of PR coverage

12. Fundraising
 - 12.1. Affinity deals

13. Club Shop (NFYFC merchandise)
 - 13.1. New stickers in the Club Shop – suggestions for slogans

14. Any other business

15. 25th October 2014

16. Closing remarks

