

Communications, Events and Marketing (CEM) Steering Group Meeting

Saturday 25th October 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 (28th June 2014 paper number refers: 006-14-CEM)
4. Matters arising from those minutes (not under agenda items)
5. To receive any relevant correspondence not relating to further items on the agenda
6. Area feedback reports & calendars – area/counties
7. YFC Travel Ski Trip 2015 - Saturday 3 January - Saturday 10 January 2015
8. Steering group name change
9. Club Shop
 - 9.1 Car sticker slogans
10. Communications & Marketing
 - 10.1. Latest update on social media and comms
 - 10.2. Ten26 update
 - 10.3. Review of PR coverage
11. Fundraising
 - 11.1. Affinity deals
12. Annual Convention 2015, Torquay - 24th - 26th April 2015
 - 12.1. Programme for 2015 event
 - 12.1.1. Friday night fancy dress theme & entertainment
 - 12.1.2. Saturday night fancy dress theme & entertainment
 - 12.1.3.1 Daytime entertainment – *Pub Games Afternoon/Darts*
 - 12.1.3. Sunday night fancy dress theme & entertainment
 - 12.1.4. Communications theme and tools/designs for 2015
 - 12.1.5. Marketing
13. Future Annual Convention Dates

2016	Blackpool	6 th – 8 th May
2017	Torquay	21 st – 23 rd April
2018	Blackpool	4 th – 6 th May

14. Future Annual Convention Venues
15. Any other business
16. Date of next meeting – 21st February 2015
17. Closing remarks