



Events and Marketing Steering Group Meeting

Saturday 21st February 2015

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 (Saturday 25th October, paper no: 007-14-CEM)
4. Election of EM Steering Group Officers – **CW & HT**
 - 4.1. Chairman
 - 4.2. Vice Chairman
 - 4.3. Co-options (max 3)
5. Matters arising from those minutes (not under agenda items)
6. To receive any relevant correspondence not relating to further items on the agenda
7. Area feedback reports & calendars – area/counties
8. YFC Travel Ski Trip (3rd-10th January 2015) – Feedback **Feedback to be tabled - EJ**
 - 8.1 **YFC Ski Trip 2016**
9. Annual Convention 2015 – Torquay, 24th - 26th April
 - 9.1. Accommodation – **hotels accommodating YFC members**
 - 9.2. Event Management Team – **Vacancies – 3 x town team, 2 x door managers**
 - 9.3. Programme of entertainment – **RB – info to be tabled**
 - 8.2.1 Friday night
 - 8.2.2 Saturday night
 - 8.2.3 Sunday night
 - 9.4. Budget
 - 9.5. Sponsors for event - **CE**
 - 9.6. Annual Convention website - **SC**
 - 9.7. Designs for Convention posters/banners etc - **SC**
 - 9.8. Annual Convention App - **SC**
10. Annual Convention 2016 & 2017
 - 10.1. 2016 Blackpool, 6th – 8th May
 - 10.2. 2017 Torquay, 21st – 23rd April

11. Communications & Marketing
 - 11.1. Feedback on stats re Facebook / Twitter / YFC Buzz / Press Coverage
 - 11.2. Feedback on the Social media guide for clubs and counties
 - 11.3. Rural+ campaign
 - 11.4. Plans for the coming year
 - 11.5. Ten26 update
 - 11.6. Announce entries for slogan competition
12. Fundraising
 - 12.1. Update of fundraising (who will be continuing their support in 2015)
13. Area feedback reports & calendars – area/counties
 - 13.1. Note any new innovative events held by County Federations or Area's
14. Any other business

Facebook – code of conduct
15. Date of next meeting
 - 15.1. **Saturday 27th June 2015**
16. Closing remarks

