

Events and Marketing (EM) Steering Group Meeting

Saturday 27th June 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 of previous meeting (21st February 2015 paper number refers: 005-15-EM)
4. Matters arising from those minutes (not under agenda items)
 - 4.1. Terms of Reference
5. To receive any relevant correspondence
6. Area feedback reports & calendars – area/counties
7. YFC Travel Ski Trip 2016, Les Arc, 8th/9th January 2016
 - 7.1. Ski Operator
 - 7.2. YFC Area Ski Reps
 - 7.3. Programme, Extras & Fun Competitions
 - 7.4. Merchandise
 - 7.5. Future Resorts – three year rotation
8. Annual Convention 2015 Update – Torquay, 24th – 26th April 2015
 - 8.1. Ticket Sales & number of attendees
 - 8.2. Event Management Team
 - 8.3. Summary of incidents at venue and in Torquay town
 - 8.4. Event feedback
 - 8.4.1.1. Registration & *wristband stewards*
 - 8.4.1.2. Entertainment
 - 8.4.1.3. Comps Finals
 - 8.4.1.4. Sponsors
 - 8.4.1.5. Massey Ferguson Bar
 - 8.4.1.6. YFC Clothing
 - 8.4.1.7. Photography service
 - 8.4.1.8. Hotels
 - 8.4.1.9. Torquay Pubs and Clubs
 - 8.5. Budget summary
 - 8.6. Media
 - 8.6.1. Annual Convention Feedback Survey
9. Annual Convention 2016 & 2018 (two year deal), Blackpool
 - 9.1. *Confirmed Dates: 6th – 8th May 2016 & 4th - 6th May 2018*
 - 9.2. First meeting with Police and Licensing dept of Authority
 - 9.3. Programme for 2016 Event (*draft event programme attached, Paper no: 001-16-AC*)
 - 9.3.1. Budget
 - 9.3.2. Ticket Prices
 - 9.3.3. Stage entertainments
 - 9.3.4. Communications theme and tools/designs for 2016
 - 9.3.5. Event Management

10. Annual Convention 2017, Torquay, 21st – 23rd April
11. Communications & Marketing
 - 11.1. Latest update on social media and comms
 - 11.2. Ten26 update
 - 11.3. Review of PR coverage
 - 11.4. Membership leaflets and cards
 - 11.5. Recruitment and Retention campaign 2015
 - 11.6. Promoting best practice amongst the membership
12. Fundraising
13. Club Shop (NFYFC merchandise)
 - 13.1. Club Shop
 - 13.1.1.1. Car Stickers
14. Any other business
15. Saturday 24th October 2015
16. Closing remarks