



Events & Marketing Steering Group Meeting

Saturday 24th October 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 (28th June 2015 paper number refers: 009-15-EM)
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 2016 – Les Arc 1800, 9th - 16th January
 - 7.1. YFC Area Reps
 - 7.2. Programme, Extras & Fun Competitions
 - 7.3. Merchandise
 - 7.4. Future Resorts – three year rotation
8. Recruitment and Retention Campaign
 - 8.1. National Young Farmers Week 2nd - 8th November
 - 8.2. Promotional Videos
9. Annual Convention 2016, Blackpool, 6th – 8th May 2016
 - 9.1. Programme of Events
 - 9.1.1. Entertainment Budget
 - 9.1.2. Friday night fancy dress theme & entertainment
 - 9.1.3. Saturday night fancy dress theme & entertainment
 - 12.1.3.1 Daytime entertainment – *ideas*
 - 9.1.4. Sunday night fancy dress theme & entertainment
 - 9.2. Marketing & Communications
 - 9.2.1. Promotional Material – theme, tools & design
 - 9.2.2. Massy Ferguson Update
 - 9.3. Registration Stewarding
 - 9.4. Event Management Team
 - 9.5. Event Safety planning
 - 9.6. Fundraising
10. Future Annual Convention Dates
 - 10.1. 2017 Torquay 21st - 23rd April
 - 10.2. 2018 Blackpool 4th - 6th May
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. Ties
- 14. Any other business
- 15. Date of next meeting – 20th February 2016
- 16. Closing remarks