



## Events and Marketing Steering Group Meeting

Saturday 20<sup>th</sup> February 2016

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 24<sup>th</sup> October, paper no: 012-15-EM)
4. Election of EM Steering Group Officers
  - 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. Role of Steering Group Members
  - 7.1. Council Governance Survey Results
8. Area feedback reports & calendars – area/counties
9. National Young Farmers' Week – Recruitment & Retention
  - 9.1. 2015 Feedback
  - 9.2. 2016 – 19<sup>th</sup>-25<sup>th</sup> September
10. YFC Travel Ski Trip, 8<sup>th</sup> – 16<sup>th</sup> January 2016
  - 10.1. Feedback
11. YFC Travel Ski Trip 2017
  - 11.1. Resort 2017
  - 11.2. YFC Reps
  - 11.3. Programme, Extras & Fun Competitions
  - 11.4. Launch at Annual Convention
  - 11.5. Future Resorts
  - 11.6. Marketing
12. Annual Convention, Blackpool, 6<sup>th</sup> – 9<sup>th</sup> May 2016
  - 12.1. Event Management Team
  - 12.2. Programme of entertainment
  - 12.3. Promotional Material – theme, tools & design
  - 12.4. Massy Ferguson Update
  - 12.5. Registration Stewarding
  - 12.6. Volunteers to help with Competitions Raffle
  - 12.7. Event Safety planning

- 12.8. Fundraising
- 13. Annual Convention 2017 & 2018
  - 13.1. 2017 - Torquay, 21<sup>st</sup> - 23<sup>rd</sup> April
  - 13.2. 2018 – Blackpool, 4<sup>th</sup> - 6<sup>th</sup> May
- 14. Communications & Marketing
  - 14.1. Feedback on stats re Facebook / Twitter / YFC Buzz / Press Coverage
  - 14.2. Plans for the coming year
  - 14.3. Ten26 update
- 15. Any other business
- 16. Date of next meeting
  - 16.1. Saturday 25<sup>th</sup> June
- 17. Closing remarks

