



Events & Marketing Steering Group Saturday 20th February 2016, Quality Hotel, Coventry

Chairman: Caroline Baker (County Durham)

Vice-Chairman: Katie Hall

Present:

Davies, Katie (Wales/ Ex-Officio)	Robinson, Ben (CO-OP)
Henson, Jake (South West)	Cavill, Ben (CO-OP)
Walne, Tom (Eastern)	Westwood, Ben (CO-OP)
Dalby, Paige (Northern)	
Carrie-Ann Young (South East)	
Bowerman, Jade (South East)	
Waite, Leigh (South West)	
Lewis, Hannah (Wales)	
Hawkins, Lisa (West Midlands)	
Hall, Katie (South West)	

Observers:

Lange, Paul (NUCO Ski Operator)
McNulty, Danielle (Ex-Officio, Youth Forum)
Conner, Olivia (County Durham)
Howie, Will (Northumberland)
Wood, Michael (East Riding)

Part Meeting:

Eckley, James (NFYFC Chief Officer)	Manley, Chris (NFYFC Vice Chairman)
Evans, Christina (NFYFC Fundraising Officer)	Chester, Frank (NFYFC BOM Chairman)
Talbot, Hannah (NFYFC Chairman)	Bleazard, Bob (NFYFC Annual Convention Event Manager)
Townson, Jess (NFYFC Vice Chairman)	

In attendance:

Conway, Sam (NFYFC Marketing & Communications Officer)
Burke, Maria (Head of Marketing & Development)

1. Opening remarks

- 1.1 KD welcomed all those present
- 1.2 The SG signed the record of attendance

2. Apologies

Burrows, Alex (East Midlands)

3. To confirm the minutes of the previous meeting (24th October 2015, paper no: 012-15-EM)

- 3.1 The minutes state that Ben Robinson was the Southwest Vice Chairman. This should be Ben Cavill. This change was noted and the minutes of the last meeting were then confirmed and signed as a true record

4. Election of Steering Group Members

- 4.1 Chairman - Caroline Baker (proposed by Paige Dalby and seconded by Jake Henson.)
- 4.2 Vice Chairman – Katie Hall (proposed by Jake Henson and seconded by Katie Davies)
- 4.3 Co-options Ben Robinson (proposed by Paige Dalby and seconded Jake Henson), Ben Cavill (proposed by Jake Henson and seconded by Leigh Waite) and Ben Westwood (proposed by Jake Henson and seconded by Paige Dalby).
- 4.4 HT thanked the steering group and in particular KD for her hard work over the last twelve months as Chairman of the Steering Group.

5. Matters arising from those minutes (*not under agenda item*)

4.1 No matters arising

6. To receive any relevant correspondence

5.1 None received

7. Role of Steering Group Members

7.1 Council Governance Survey Results – CB highlighted that the recent governance survey results suggested that the EM steering group was seen as the least important. With this in mind, CB thought the Steering Group should identify things they should be focusing on in the future and how it can deliver more to the membership. CB felt that the EM steering group should be getting more involved with the other steering groups (which is not currently happening) and supporting them to promote their events and activities.

PD highlighted that Communications was taken out of the steering group's title recently but (as the morning's training identified) it is really important.

KD felt that good progress was made last year working with the Youth Forum.

BR asked whether the steering group should be looking at a national rally.

CB handed out copies of the governance survey ready for further comment at the end of the meeting.

8. Area feedback reports and calendars

WMA - Currently working with county federations in the area to organise an area weekend.

EA – Working with clubs to refresh their programme and get better attendance at events.

SWA – Good turnout at meetings. SWA weekend rally first weekend in March. All county federations are doing well and have full programme of activities. Members will be cycling from the Eiffel Tower to Blackpool Tower in May in aid of Cystic Fibrosis.

SEA – The area is going from strength to strength. All county federations are working well together and are doing their best to support each other.

NA – All county federations are busy with planning events and planning upcoming competitions.

Wales – Wales YFC is involved in a "Living History" project of YFC and will run for 5 years. They have also held a Welsh cultural festival recently which was very well attended with very high standards.

EMA – All county federations are preparing for their area weekend in Skegness and various competitions that will be held there.

9. National Young Farmers' Week

9.1 2015 Feedback

CY felt that more promotion needs to be done as many people did not know about it in 2015.

CB noted this feedback and highlighted that the dates have already been set for 2016 to give people enough notice. SC stated that 2015 was a pilot. Many sponsors got behind the event and helped to make it a success. The hashtags worked very well throughout the week and since then.

CE highlighted that corporate sponsors loved the opportunity to connect with clubs and members.

DM said that all members in the group need to take responsibility to promote the event to their members and clubs.

9.2 National Young Farmers' Week 19-25 September 2016

JH asked if themes are required for every day of the week and felt it may restrict club activities. Also that members should advertise what will happen but also past events and tag photos

KD noted these dates worked well as it was the beginning of the new membership year and will help promote membership as a priority and kick off the new year.

BR suggested that clubs fit it into their club programme and build on what is already there and to promote it to council.

Action SG

LH suggested that the dates be highlighted in the membership leaflets with the membership cards

SC and CE highlighted that all the materials are still available to download and use for the next campaign and there will be extra resources available in March such as a branded PowerPoint and relevant sections of The Source. **Action CE and SC**

JCE noted how many clubs hold new member nights but that NFYFC were not aware of this so it is important to let NFYFC know so clubs can be supported. JCE also highlighted that a 10% increase in membership was only 4 extra members per club but this could make a huge difference to the membership levy as the price per member will reduce.

Action SG

SC will put together a template press release for clubs and county federations to use **Action SC**

JCE encourage people to use social media to support the campaign and activities members take part in. **Action SG**

BR noted that retention is difficult to promote but JCE stated it was about effective club programming

JCE noted that NFYFC will publish membership figures every month to encourage healthy competition between county federations. **Action NFYFC**

10. YFC Travel Ski trip 2016

10.1 Feedback

Feedback surveys and feedback from SG members has been received. Over all people enjoyed the trip but felt that ski reps could be better informed about the resort and have maps to tell people where to go. The text message system was haphazard as messages came through at different times depending on network coverage and as a result was not the best form of communicating with members.

CB noted that it was a great trip and improved from previous years

NUCO travel representative Paul noted that feedback has been taken on board and will be dealt with before next year's trip.

JCE stated that it was a learning curve for all involved but that over all the feedback was positive.

11. YFC Travel Ski Trip 2017

11.1 Resort 2017

It was decided that the ski trip 2017 will be to Val Thorens

PL noted that NUCO travel have a very good working relationship with the resort and is always snow sure. NUCO Travel are keen to remove the wristband only option and replace it with accommodation upgrades.

PD suggested having different standards of accommodation to suit all requirements, and that the base level of accommodation should be higher. **Action NUCO**

11.2 Area Reps: PL noted that the area reps could have a bigger role while on the trip. JCE reported that there are two roles essentially. One who is a sales rep whole the other is a resort rep.

PL noted that full training will be given to those who are willing to be ski reps on the trip. Application forms will be issued in March /April. SG members are encouraged to apply as it is a SG event. **Action SG and NUCO**

11.3 Event Options: Passengers felt there were not enough events to bring them all together as a group. PL has suggested a race night, a "bring your own alcohol" comedy night, mountain meal, live band night, UV party, tobogganing, fancy dress night.

SG to send feedback of more ideas or options. **Action NUCO and SG**

PD highlighted that the room rounds were not working as people were out etc and suggested having a rep in the lobby of the accommodation at certain times where people could go to get information about the events or alternatively put up posters or notice under bedroom doors.

Accommodation: PL noted that expectation management was important and plenty of information would be given about accommodation options for next year. **Action NUCO**

Travel: Travel options were discussed and it was decided that NUCO travel would look into prices for the following options: Improved coach travel, Eurostar travel prices and information, and improved flight options. **Action NUCO**

11.4 Launch at Annual Convention: CE highlighted that the SG need to support the launch and ski bar at Annual Convention. NUCO will also have reps present. CE to look into further options **Action CE**

BR suggested having a snowboard or ski simulator present to attract people to the stand. **Action NUCO**

PL encouraged people to send in their photos or video footage so a promotional video can be created. **Action SG**
CE asked that all orders for clothing be made before the trip takes place.

11.5 Future resorts: 2017 – Val Thorens, 2018: Val D Isere, 2019: Pas de La Casa

Dates of ski trip 2017 are 7th - 14th January to Val Thorens. Further details will be launched at Annual Convention.

11.6 Marketing: Launch and promotion at Annual Convention

Promotion at SWA weekend

NUCO will create a Facebook event

PD will encourage people to promote it at area field days, rallies etc.

KD and HL will encourage people from Wales to get involved and will take it to the Wales Events committee at the end of June for them to discuss the options of promoting the Ski Trip and if they were happy for them to do the promotion.

NUCO can provide promotional packs etc

Action SG

12 Annual Convention

12.1 Event Management: A new event safety management team is on board to assist with the event. They will be liaising with JCE and BB. Members are encouraged to submit stewarding forms to the NFYFC office to help run the event.

Action SG

12.2 Programme of entertainment: BB stated that all acts are now contracted and published on the YFC Annual Convention website. Times TBC. Annual Convention is slightly over budget at present but there is a good line up of acts. DJ's want to attend the event now, which helps reduce the costs.

12.3 Promotional Material: Massey Ferguson are doing all design and print of marketing materials. CE showed the group the design for promotional clothing. JB noted it looked fun and was a good design.

It was decided that there would be two colours – green and purple

CE highlighted that NFYFC will get commission from items of clothing sold so it is important to support Young Farmers' Clothing.

CE will inform SG of the price closer to the event. **Action CE**

12.4 Massey Fergusson Update: MF will be doing a site visit in March. They are also sponsoring the drama finals.

12.5 Registration Stewarding: JCE highlighted that the expectation from both him and council is that the SG will take an active role in helping at the weekend. People will give the SG credit for the weekend so members need to contribute. SG members will not be getting an invitation to the Chairman's reception. It is a particular pinch point for NFYFC as it is a challenge to keep queues to a minimum in Blackpool. Also, need support for registration between 13:30-18:00. Please send stewarding forms to NFYFC.

CB encouraged people to get involved, as it was a fantastic experience and great fun.

BB highlighted that we need more young people to get involved. **Action SG**

12.6 Competitions Raffle: Competitions SG need assistance from the EM group to manage the raffle over the Annual Convention weekend. Help is particularly needed for the darts competition, registration, drama, and choir and dancing.

Resources will be split once NFYFC has all the forms in. **Action SG and NFYFC**

12.7 Event Safety Planning: JCE - The Annual Convention is a high risk event with many liabilities. As a result NFYFC have brought on board an event safety advisor to work with BB and JCE. NFYFC has needed to invest in the event to make it better. JCE remains responsible for the whole event but this advisor will help. Event safety training will be available for county federations also. **Action JCE**

BB noted that the Annual Convention is almost at capacity now. A second entertainments room at Blackpool will be opened but depending on numbers, it may only be for two nights. Local bands and DJ's will provide the entertainments in this room.

BC mentioned that a videographer will be in attendance at the event to get some footage for a promo video. **Action SC**

12.8 Fundraising: Many sponsors have returned to sponsor the event this year. All planning is going well.

13. Annual Convention 2017 and 2018

13.1 2017 Torquay: 21st - 23rd April. JCE highlighted that Torquay is at capacity and that if it gets any bigger, then NFYFC will have to consider erecting marquees. However, this causes difficulty as an extra licence will be needed for this and it increases costs. It may be a possibility that Annual Convention will be at Blackpool every year.

BR suggested NFYFC hosting a rally after the comps do as a new event or maybe putting a cap on numbers who attend the Annual Convention.

CB encouraged group members to think of suggestions for Annual convention 2017 for discussion in June and to bring feedback from the membership. Also CB highlighted to members that damage to property was not tolerated and any money paid by NFYFC for damage done was damaging to the budgets. **Action SG**

13.2 Blackpool 2018: 4th - 6th May

14. Communications & Marketing

14.1 The NFYFC Twitter page now has over 9,500 followers and nearly 30,000 likes on Facebook.

SC explained to the SG that Periscope has been trialled at a Northern Area meeting and proved successful. It will continue to be used in the future at relevant events.

Recent press coverage has had a reach of 2.5 million and included articles in Farmers Weekly and Farmers Guardian (this has a calculated value of £250,000).

The next edition of Ten26 is due on the 25th March.

The YFC Buzz is going well with subscriber numbers increasing (c. 24,000). The click rate is 5,000 people which is pleasing for this type of communication.

SC led a discussion with the steering group about Once Weekly and its effectiveness. Currently there are 200 subscribers and a click rate of 95 which is poor. It is important that NFYFC is able to share external/internal information with Counties so is this the most effective way of doing this? SC proposed that a new option was looked into and suggested that maybe Once Weekly should only be sent to County Staff and a special newsletter aimed at Chairmen and steering group members was produced. This new newsletter would be produced five times a year and replace the area presentations that NFYFC currently does.

BR thought this was a good idea, as long as it did not add to NFYFC staff's workloads and they felt it was a good use of their time.

SG agreed this option should be trialled and treated as a pilot. It was also agreed that the steering group members should encourage their county staff to share information from NFYFC with their members. **ACTION NFYFC**

14.2 Plans for the coming year (the Personal Development steering group joined the EM SG for this part of the meeting) This year is the Queen's 90th birthday and organisations (especially those who have the Queen as their patron, which

NFYFC does) are being encouraged to mark the occasion.

CB highlighted that R.A.B.I had been in touch and asked whether their beacon lighting project could be promoted to YFCs to encourage their involvement. The EM steering group agreed to share this information. **ACTION SG**

Mark Hurst (PD steering group chairman) introduced the Youth Social Action project that NFYFC had recently secured funding for and explained that YFCs were being encouraged to apply for funding from NFYFC to undertake a youth social action project within their community. Mark explained that this would fit in well with marking the Queen's celebration and in particular the national campaign Clean up for the Queen (www.cleanforthequeen.co.uk). Toby France (PD ex-officio) agreed with Mark and highlighted it was easy for YFCs to get involved. Toby also highlighted that it was also a good idea to contact their local Parish Council to see if they had organised something that YFCs could join.

CB agreed that both steering groups would work together to promote this important event and would now wait for more information to appear from the event organisers. **ACTION SG**

Mark explained that the Youth Social Action was not just for projects which involved cleaning but could be anything considered improving your local community (e.g. planting bulbs).

CB asked the PD steering group members if there was anything else the EM steering group could do to support them. Mark Hurst suggested helping to promote YFC Travel and in particular help with content for the YFC Travel booklet that is being produced (e.g. collecting ideas and photographs). Mark also highlighted that it would be really helpful in the group could help promote The Curve to YFCs. **ACTION SG**

PD steering group left the meeting.

14.3 YFC Buzz – SC still needs YFCs to put themselves forward for *Club of the month* and requested the steering group encouraged their clubs to put themselves forward. **ACTION SG**

JH requested deadlines for content. MB to forward these on to the group **ACTION MB**

12. Fundraising

CE highlighted that fundraising was going well and many corporate sponsors are renewing their sponsorship this year which is a great position to be in.

CE explained that new affinity deals are regularly being added to the website, under the membership login on the NFYFC website but few are being used. CE explained that if members continued not to use these then a decision would need to be made about continuing to offer these. CE suggested a decision should be made at the meeting in February 2017. CE did explain to the group that many YFC members had reported that they were unable to access the offers when it had previously been brought up. CE explained that over 90% of these queries that had been reported to NFYFC were user error (not verifying account when email sent to them, providing the wrong email address, email being wrongly imputed on silo). In the first instance YFC members should try the 'forgotten password' option on the NFYFC website or check you have verified your account (check your emails/junk folders).

15. Any other business

15.1 Club Shop – JH asked if the new ties were available to buy. CE said she thought they were but needed to double check. CE explained that the Club Shop was a great way to raise money for the organisation at Annual Convention but this year there was no one to man the stand during Registration. CE asked the group to consider if they could man it. **ACTION SG**

CB explained she had been told the car stickers did not stick. CE recommended that CB should contact the people in question and tell them to return any problem stickers. Furthermore, it was suggested that CB speak to MB about this.

ACTION CB and MB

15.2 KD and CB explained they had brought a card for Emily Johnson, currently on maternity leave, to congratulate her on her daughter's birth. KD explained Emily had done an awful lot for the steering group and there would also be a collection for a small gift which people could contribute to if they wished. **ACTION SG**

15.3 HT forwarded an email from Country Coats to Syria to see if YFCs would be interested in getting involved. Upon closer inspection it became apparent that due to a great response the collection points were currently closed. CB to investigate further and report back at the next meeting. **ACTION CB**

15.3 Events & Marketing Facebook page. SC reminded everyone to read and sign the Facebook code of conduct and he would then add them to the group. Previous members will be removed. CB reminded the group that the Facebook page was a really useful communication tool and when NFYFC is posting questions on it, the group should respond timely and action if necessary. **ACTION SG**

15.4 Role of the Steering Group – CB returned to the earlier conversation about the role of the group and suggested that perhaps the group should trial visiting the other steering groups during the afternoon. At a designated time the group would split itself into the other steering groups and find out what they are doing and how this group could support them with promotion and communication. BR thought this was potentially a good idea but it was vital that everyone followed strict timings and return when agreed to ensure minimal disruption to this group. SG agreed to trial this. **ACTION SG**

15.5 MW asked whether the steering group could look at a national fundraising event for YFCs to get involved with. CB thought it was an idea worth investigating further and bringing to the next steering group meeting. **ACTION MW**

15.6 Dream Machine Competition, sponsored by Kuhn – SC reminded the group about this competition and requested that they all promoted this to their YFCs. CE explained it was vital that NFYFC received as many entries as possible as not only was it a fantastic opportunity for members, Kuhn was an important sponsor who we needed to look after. **ACTION SG.**

15.7 DM highlighted that the Youth Forum were supporting Open Farm Sundays this year and needed help to encourage YFCs to support their local event. JT explained that YFCs could find local events by visiting the website and it was a great opportunity for YFCs to fundraise at the same time **ACTION SG.**

16. Date of next meeting

16.1 Saturday 25th June 2016

SIGNED _____ DATE _____

Actions

- 9.2. SG to promote National Young Farmers' Week to YFC members
- 9.2. SC and CE to provide new branded material to support recruitment and retention
- 9.2 SC will put together a press release template for clubs to use
- 9.2. NFYFC will publish monthly membership figures for the organisation
- 11.1. NUCO will research accommodation options for the ski trip 2017
- 11.2. NUCO and SG will encourage people to become area reps and ski reps
- 11.3. NUCO and SG will research event ideas and feedback at the next SG meeting in June
- 11.3. NUCO will research accommodation options and feedback in June



- 11.3. NUCCO will research accommodation options and feedback in June
- 11.4. CE will to look into further options of promotion at Annual Convention
- 11.4. NUCO to investigate the possibility of ski simulator for Annual Convention
- 11.4. SG to send in photos and video footage to make a promo video
- 11.6. SG to promote at area and county events
- 12.1. SG to steward at Annual convention
- 12.2. CE to inform SG of clothing price closer to the event
- 12.6. SG to support competitions steering group with raffle at Annual Convention
- 12.7. JCE to arrange event safety training
- 12.7. SC to liaise with videographer for Annual Convention
- 13.1. SG to bring forward ideas for Annual Convention 2017
- 14.1. Nfyfc to pilot a new newsletter for county chairmen and council members
- 14.2. SG to promote R.A.B.I's beacon project to YFCs & other activities to celebrate the Queen's 90th birthday.
- 14.2. SG to think about how they can help promote The Curve to YFC members.
- 14.3. SG to suggest YFCs for Club of the Month.
- 14.3. MB to forward on to the SG the deadlines for Ten26 content.
- 15.1. SG to consider staffing the Club Shop during Friday Registration at the Annual Convention.
- 15.2. SG to sign Emily's card.
- 15.3. CB to investigate Coats for Syria further.
- 15.3. All members of the SG to sign the Facebook Code of Conduct.
- 15.4. SG to trial visiting other steering groups at the next meeting.
- 15.5. MW to report back on a national fundraising event for YFCs.
- 15.6. SG to promote the Dream Machine Competition.
- 15.7. SG to promote Open Farm Sundays to YFC members and encourage YFCs to support their local events.

