

## Events and Marketing (EM) Steering Group Meeting

Saturday 25<sup>th</sup> June 2016

Quality Coventry, Birmingham Road, Allesley, Coventry, CV5 9BA,

Hotel Bar, Commencing at **1.00pm**

### AGENDA

1. Opening remarks
  - 1.1. Meeting Warm Up – Funny Fundraising Fact
2. Apologies for absence
3. To confirm minutes of previous meeting (20<sup>th</sup> February 2016 paper number refers: 004-16-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 2017, Les Arc, 7<sup>th</sup> - 14<sup>th</sup> January 2017
  - 7.1. Ski Operator
  - 7.2. YFC Area Ski Reps
  - 7.3. Programme, Extras & Fun Competitions
  - 7.4. Merchandise
  - 7.5. Feedback from Stand at Annual Convention Registration
8. Annual Convention 2016 Update: Blackpool 6<sup>th</sup> – 9<sup>th</sup> May 2016
  - 8.1. Ticket Sales & number of attendees
  - 8.2. Summary of incidents at venue and in Blackpool town (Behaviour)
  - 8.3. Event Management
  - 8.4. Media
    - 8.4.1. Review of PR coverage following Annual Convention
    - 8.4.2. Farmers Guardian and Farmers Weekly Media Coverage, Involvement and Package
  - 8.5. Event feedback
    - 8.5.1. Annual Convention Feedback Survey
    - 8.5.2. Registration & wristband stewards
    - 8.5.3. Stage entertainments
    - 8.5.4. Evening opening hours
    - 8.5.5. Competitions finals
    - 8.5.6. Sponsors
    - 8.5.7. Massey Ferguson Lounge
    - 8.5.8. YFC Clothing
    - 8.5.9. Photography booth
    - 8.5.10. Hotels
    - 8.5.11. Blackpool Pubs and Clubs
    - 8.5.12. Dress Codes
    - 8.5.13. Any other Annual Convention 2016 Business
- 8.6. Budget summary
9. Break Out Session To Other Steering Groups (2:30/3pm?)
10. Feedback and Event Planning/Suggestions on behalf of Other Steering Groups
  - 10.1. Youth Forum
  - 10.2. Competitions
  - 10.3. Personal Development
  - 10.4. Agri

11. Annual Convention 2017 Torquay & 2018 Blackpool
  - 11.1. *Confirmed Dates: 21<sup>st</sup> – 23<sup>rd</sup> and 4<sup>th</sup> - 6<sup>th</sup> May 2018*
12. Annual Convention 2017, Torquay, 21<sup>st</sup> – 23<sup>rd</sup> April
  - 12.1. Event planning
  - 12.2. Stage entertainment ideas for 2017
  - 12.3. Budget
  - 12.4. Ticket Prices
  - 12.5. Communications theme and tools/designs for 2017 (incl Daisy GOBO)
  - 12.6. Event Management
13. Ten Minute Training Topic
  - 13.1. The Media
14. Countryfile Live – 4<sup>th</sup> – 7<sup>th</sup> August 2016
  - 14.1. The Stand: it's aims and objectives
  - 14.2. Attendance
  - 14.3. Activities
15. Communications & Marketing
  - 15.1. Latest update on social media and comms
  - 15.2. Ten26 update
  - 15.3. Review of PR coverage
  - 15.4. Website
  - 15.5. Membership leaflets and cards
  - 15.6. Promoting best practice amongst the membership
16. National Young Farmers Week 2016: 19<sup>th</sup> – 25<sup>th</sup> September 2016
  - 16.1. Aims and Objectives
  - 16.2. Ideas Sharing
  - 16.3. Resources
17. Fundraising
18. Club Shop (NFYFC merchandise)
  - 18.1. Club Shop Ideas
19. Any other business
20. Saturday 22<sup>nd</sup> October 2016
21. Closing remarks