



## Events & Marketing Steering Group Meeting

Saturday 22<sup>nd</sup> October 2016

Quality Coventry, Birmingham Road, Allesley, Coventry, CV5 9BA, The Allesley Suite. Commencing at **1.30pm**

### AGENDA

1. **Opening remarks**
2. **Apologies for absence**
3. **To confirm minutes of previous meeting (25<sup>th</sup> June 2016)** Paper refers 006-16-EM refers
4. **Matters arising from those minutes (not under agenda items)**
5. **To receive any relevant correspondence**
6. **Area feedback reports – Area/County Federations**
7. **Review of actions agreed at June 2016 meeting** Annex A refers
8. **National *Young Farmers* week**
  - 8.1.1. National Young Farmers Week 19<sup>th</sup> to 25<sup>th</sup> September 2016 – Review Annex B refers
  - 8.1.2. National Young Farmers Week 2017 – Date to be Set
9. **Communications**
  - 9.1. Ten26 – next edition
  - 9.2. Ten26 – re fresh of the 'look' of the publication
  - 9.3. Website
  - 9.4. App
  - 9.5. Social media
    - 9.5.1. Facebook & Twitter
    - 9.5.2. Snapchat
    - 9.5.3. Instagram
  - 9.6. Review media coverage
  - 9.7. Council Newsletter/Once Weekly
10. **Ten minute training topic – Press Releases**
11. **YFC travel ski trip 2017 – Val Thorens 6<sup>th</sup> – 14<sup>th</sup> January 2017**
  - 11.1. Promotion & wristband bookings
    - 11.1.1. Promotion <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>
    - 11.1.2. Bookings <https://booking.nucotravel.com/yfcskitrip2017/valthorens2017/>
    - 11.1.3. YFC Area Reps <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>
      - 11.1.3.1. Awaiting detail for 2x Ski reps
  - 11.2. Programme, Extras & Fun Competitions
    - 11.2.1. Daytime
    - 11.2.2. Evening
  - 11.3. Fancy Dress Poll <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>
    - 11.3.1. Farm Animals/Dalmatians/Beach Holiday/Minions
  - 11.4. Merchandise
    - 11.4.1. Hoodie, t-shirt & ski hat – available via the holiday booking system <https://booking.nucotravel.com/yfcskitrip2017/valthorens2017/>

- 11.5. **YFC travel ski trip – Resort Rotation**
  - 11.5.1. 2017: Val Thorens, France
  - 11.5.2. 2018: Val D Isere, France
  - 11.5.3. 2019: Pas de La Casa, Andorra
  
- 12. **Breakout sessions into other steering groups (3pm ish)**
  - 12.1. Review of Actions Required
    - 12.1.1. AGRI
    - 12.1.2. Competitions
    - 12.1.3. Personal Development
    - 12.1.4. Events & Marketing
  
- 13. **Annual Convention 2017, Torquay 21 – 23 April 2017**
  - 13.1. Programme of Events Annex C refers
  - 13.2. Convention Entertainment
    - 13.2.1. Budget Annex D refers
      - 13.2.1.1. NFYFC Daisy GOBO
      - 13.2.1.2. Wristband pricing and key admin dates Annex E & F refers
    - 13.2.2. House DJs – Booked
    - 13.2.3. Chill out zone & info for ‘first timers’ at the event
    - 13.2.4. Bands &/or Guest DJs for:- Annex G refers
      - 13.2.4.1. Friday night
      - 13.2.4.2. Saturday night
      - 13.2.4.3. Sunday night
    - 13.2.5. Dress Themes & Dress Codes Annex H refers
      - 13.2.5.1. Friday night dress theme
      - 13.2.5.2. Saturday night fancy dress theme <http://www.nfyfc.org.uk/AnnualConvention/annualconvention>
        - 13.2.5.2.1. Princes and Princesses/Around the World/Charity Shop Challenge
      - 13.2.5.3. Sunday night dress theme
        - 13.2.5.3.1. UV Party
    - 13.2.6. Daytime entertainment – *ideas*
  - 13.3. Event Marketing & Communications
    - 13.3.1. Promotional Material – theme, tools & design
    - 13.3.2. Massy Ferguson Update
  - 13.4. Registration Stewarding
  - 13.5. Event Sponsorship
  - 13.6. Promotion of suitable behaviour and the Behaviour Policy
  
- 14. **Future Annual Convention dates/venues**
  - 14.1. 2018 Blackpool 4<sup>th</sup> - 6<sup>th</sup> May
  - 14.2. 2019 Venue?
  
- 15. **Marketing**
  - 15.1. Livestock Event, NEC B’ham. 6 & 7 July 2016 - Review
  - 15.2. Countryside Live, Blenheim Palace, Woodstock, Oxon. 4 – 7 Aug 2016 - Review
  - 15.3. UK Dairy Day, Telford, Shrops. 7 Sept 2016 - Review
  
- 16. **Fundraising**
  - 16.1. Affinity deals
  
- 17. **Club Shop (NFYFC Merchandise)**
  - 17.1. Christmas cards
    - 17.1.1. Current stock & its value
  - 17.2. New ideas – Actions from previous meeting
  
- 18. **Any relevant other business**
  - 18.1. Promotional Cow
  
- 19. **Date Of Next Meeting – 18 February 2017**
- 20. **Closing Remarks**