



Events and Marketing Steering Group Meeting

Saturday 18th February 2017

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

The Manor Room

Commencing at **1.30pm**

Paperless Meeting – Please bring your laptops/tablets/smart devices

AGENDA

1. Opening remarks
2. Apologies for absence
3. To confirm minutes from previous meeting (Saturday 22nd October, paper no: 012-16 -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. Communications & Marketing
 - 7.1. Plans for the coming year
 - 7.2. Ten26 – next edition (new look)
 - 7.3. Website
 - 7.4. Social media
 - 7.4.1. Facebook
 - 7.4.2. Twitter
 - 7.4.3. Instagram
 - 7.4.4. Snapchat
8. National Young Farmers' Week – Recruitment & Retention
 - 8.1. 2017 – 25th September to 1st October 2017
 - 8.2. Ideas for NYFW 2017
9. YFC Travel Ski Trip, 6th – 14th January 2017
 - 9.1. Feedback
10. YFC Travel Ski Trip 2018
 - 10.1. Resort 2018: Val D Isere, France
 - 10.2. YFC Reps
 - 10.3. Programme, Extras & Fun Competitions
 - 10.4. Launch at Annual Convention
 - 10.5. Future Resorts: 2019: Pas de La Casa, Andorra tbc
11. Break Out Sessions to Other Steering Groups

12. Feedback and Actions from Steering Groups
 - 12.1. AGRI
 - 12.2. Competitions
 - 12.3. Youth Forum
 - 12.4. Personal Development

13. Annual Convention, Torquay, 21st – 23rd April 2017
 - 13.1. Event Management Team
 - 13.2. Programme of entertainment
 - 13.3. Promotional Material – theme & design
 - 13.4. Massy Ferguson Update
 - 13.5. Registration Wristbanding (paper ref 021-17-AC)
 - 13.6. Volunteers to help with Competitions Raffle
 - 13.7. Sponsors invited to exhibit at Registration

14. Annual Convention 2018 & 2019
 - 14.1. 2018 - Blackpool, 4th - 6th May – confirmed & contracted
 - 14.2. 2019 - Blackpool 10th – 12th May – confirmed & contracted
 - 14.3. 2020 – tbc venues to be investigated

15. Competitions Day 2017
 - 15.1. Ideas and volunteers to provide entertainment and/or activities at Competitions Day 2017.

16. Area feedback reports & calendars – area/counties

17. Date of next meeting
 - 17.1. Saturday 24th June 2017

18. Any other business

19. Closing remarks

