



Events & Marketing Steering Group
Saturday 18th February 2017, Quality Hotel, Coventry

Chairman: Caroline Baker (County Durham)

Vice-Chairman: Katie Hall (Gloucestershire)

Present:

Cavil Ben (South West)
Henson, Jake (Co-Option South West)
Wood, Michael (Northern)
Knowles, Henry (Northern)
McAuley, Joe (South East)
Stowell, Lucy (Eastern)
Denby, Matt (East Mids)
Etches, Lucy (East Mids)
Elliott, Laura (Wales)

Part Meeting:

Eckley, James (NFYFC Chief Officer)	Manley, Chris (NFYFC Chairman)
Westwood, Ben (YFC Head Ski Rep)	Ford, Edward (NFYFC Vice Chairman)
Caldicott, Matt (NFYFC Youth Development)	McWhirter, Amy (Youth Forum)
Black, Heather (NFYFC Chair of BOM)	Oatey, Tom (Youth Forum Chair)
Dunsby, Sarah Jayne (West Mids)	

In attendance:

Attwood, Erica (NFYFC Travel & Events)
Blezard, Robert (NFYFC Annual Convention Event Manager)
Green, David (NFYFC Digital Communications Officer)

1. Opening remarks

- 1.1 CB welcomed all those present and thanked everyone for their support over the past year.
- 1.2 The SG signed the record of attendance
- 1.3 CB introduced staff members of the group and a brief description of their role within NFYFC: CL (Elliot House), DG (Digital Communications Officer), Rob Blezard (NFYFC Convention Event Manager) & EA (Travel & Events).
- 1.4 EA requested all members sign a Facebook Code of Conduct form and add NFYFC Travel and Events as a friend on Facebook in order to be made a member of the E&M closed group.

2. Apologies

Strelczuk, Nick (East Midlands)

3. To confirm the minutes of the previous meeting (22nd October 2016, paper no: 012-16-EM)

- 3.1 CB signed previous minutes. All agreed were a true account.

4. Election of Steering Group Members

- 4.1 Chairman – Katie Hall (CB proposed, MW seconded)
- 4.2 Vice Chairman – Ben Cavil (MW proposed, CB seconded)
- 4.3 Co-options – Ben Westwood (BC proposed, CB seconded), Matt Denby (MW proposed, BC seconded) & Nerys Roberts (LE proposed, CB seconded)

All elections were agreed unanimously and were chaired by Chris Manley. KH thanked the steering group and in particular CB for her hard work over the last twelve months as Chairman of the Steering Group. CB presented a gift from the SG. CB thanked the SG for all their hard work over the past year, a particular highlight was the AC.

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

4.1 No matters arising, MW proposed and BC seconded.

6. To receive any relevant correspondence

5.1 Members of the group queried why E&M SG members still get sent printed Council packs since E&M is a paperless meeting. RB explained it is part of the constitution and it is only E&M that try to be paperless. CB encouraged the use of computers and smart devices. Noted that the group still had paper copies in front of them, EA will look at sending everything out electronically prior to the next meeting.

7. Communications & Marketing

7.1 **Plans for the coming year** – CL started by explaining that DG would now be taking the lead on all social media accounts, but CL would still be there for support. CL would be focusing on Ten26, YFC Buzz, all nationwide campaigns and PR relations. CL talked the group through a table which detailed the benefits of using in house press releases, detailing how much coverage articles received and what the cost of those would have been if an external company had produced them based on coverage.

CL informed the group that stories would only be circulated at national press level if it was part of a nationwide or larger scale campaign. CL highlighted the importance of ensuring that NFYFC is the voice for young people involved in every aspect of rural life through developing a strategy that will achieve maximum coverage for NFYFC. SG was directed to their copy of the planner, CL went through the plan with the group and highlighted when everything is worked towards and promoted.

7.2 **Ten26 (new look)** - CL made the group aware that since the October meeting and following the E&M SG feedback, the new look Ten26 has been developed and will be published soon. In this addition, there is a big profile on Drigg YFC from Cumbria who won Student Farmer Club of the Year award. It features more graphics, fun background colours and content relevant to the lead up to AC.

In order to create continuity, the YFC Buzz will be in line with the new design of Ten26. CL showed the new look YFC Buzz to the group, also to be released shortly. Following member feedback, it will be made more mobile friendly.

7.3 **Website** – This was discussed later in the meeting following the SG breakout session.

7.4 **Social Media** – Directed to the supporting papers DG had provided, detailing an overview of the social media accounts. DG informed the group that he would be creating a social media user guide for clubs & counties, but this would probably be started after Convention.

7.4.1 Facebook – the leading social media account. DG showed the group the best performing posts and how clicks and likes figures show that people want facts and detail as well as pictures and infographics.

7.4.2 Twitter – has a growing audience but not as strong as Facebook. The nature of twitter means that there is little character space for detail, so all information needed to be conveyed has to be done through pictures and infographics on this medium.

7.4.3 Instagram – the new NFYFC account has proved successful, it is a platform that more members are using. It is a useful tool that allows the members to populate the feed whilst still allowing NFYFC to have control and select which photos make it onto the NFYFC account. There has been a spike in followers since the #yfcgram was launched.

7.4.4 Snapchat – DG is investigating whether Snapchat is a viable social media tool for NFYFC. CB to liaise with Shropshire & Essex as they have implemented Snapchat. BC & LE to email DG with their knowledge of how Snapchat is working for their areas. DG informed the SG that he had looked into potentially getting a geo filter for AC, however as this would require NFYFC to have an account. For the 2017 AC this would not be happening.

Actions

- DG to produce social media user guide.
- BC & LE to email DG about Snapchat.
- CB to liaise with Essex and Shropshire and feedback to DG & SG.

8. National Young Farmers' Week – Recruitment & Retention

8.1 2017 – 25th September to 1st October 2017

8.2 Ideas for NYFW 2017

The group was informed that Agri and CL are working with Rural England to commission research into rural young people, which will be published in line with NYFW. The aim is to produce the research to be circulated to a wider platform, directing the findings towards attracting members from communities with no or little YFC influence. Essentially there are untapped areas of potential membership which can be reached and recruited through really good research.

CL put to the SG the following question: What can clubs do to draw attention to NYFW?

1. National Bale Art competition – this was initially discussed at the October meeting. The idea would be each club or county could produce a 'bale sculpture'; the group decided that either a club or county could submit an entry, allowing them to decide depending on takers and resources available to them. Theme and purpose of the sculpture would be to advertise an event such as club/county activity, club meetings or how to become a new member. The competition will carry a hashtag such as '#yfcbalearart'; members of the SG are to think of catchy and appropriate ideas to be brought to the next meeting, where a decision will be made. SG would like to have the competition approved by the new President Elect, Charlotte Smith.

SG decided that all structures will need to be in place by 18th September and photos should be uploaded during NYFW and tagged with the approved hashtag.

Advertising would need to be done in plenty of time taking into consideration summer breaks, MW suggested the beginning of August. Rules, how to win and best practice will be created ready to be approved in June and rolled out with the competition. SG would like creative input from PD group.

NFYFC Events & Marketing team will lead the way in June on council weekend and will create a bale structure to aid the launch of the competition. Finer details such as a location within Warwickshire and bale structure details to be organised nearer the time. A promotional video to be produced, similar to the 'ice bucket challenge' nominating all clubs to take part.

SG would like the Bale Structures to be part of the NYFW review that is reported on in Farmers Weekly, CL to look into this.

2. MW informed the group that previously his club had been approached by a local school with regards to putting on a 'countryside road show'; the idea of bringing farm animals and 'field to fork' related items to teach the children about rural life. CB informed the group that there is currently an educational resource provided by FACE to aid YFC members going into schools to promote and teach. SG would like this information brought to the front of the log in part of the website, to make it more accessible for anyone needing this support.
3. SG would like to have promotional material available for clubs and counties to use. They would like all the generic national level promotional material on the week but also posters/fliers/ social media posts that they are able to amend to their local plans for the week. CL has suggested using PDF's for this as they are easily editable with Adobe Reader. BC conveyed the SW areas point of view with regards to NYFW and feels that there is a lack of communication about the week. It would be useful if there is a document produced to be circulated, detailing what the week is about, what it is trying to achieve and guidelines of how to promote it. CL will look into.

Actions

- EA to compile rules and best practice prior to the June meeting. Liaise with PD for creative input.
- SG members to bring hashtag ideas to June meeting.
- SG to discuss in the Facebook group ideas for Bale Structure prior to June. EA to look into farms and/ or locations to erect the structure.
- Charlotte Smith to judge the Bale Structure competition.
- NFYFC staff to bring FACE educational resource the front of member's only area.
- CL to produce the NYFW promotional material for clubs and counties & informative A4 document on objectives and promotion of the week.

9. YFC Travel Ski Trip, 6th – 14th January 2017

9.1 2017 Feedback – SG are referred to Annex D in the E&M supporting papers, outlining the results of the Google survey. BW & KH talked through the feedback, highlighting that generally everyone was happy and the trend is that people only really review if they have negative feedback. The Google survey got approximately 30 - 40 responses.

Feedback highlighted that the mountain meal wasn't very popular, more YFC exclusive events should be held and the accommodation was poor.

MW fed back to the group that members were not particularly happy with the room rounds at night. BW countered this with that's fine, but it's a great way to get feedback from the day and the reps etc, but also to sell tickets for the night time and check everyone knows what is going on.

With regards to the NUCO reps, feedback was that some were not as helpful as they could have been. CB mentioned one particular comment that a member felt that one of the Reps 'had brushed off their comments'. Whilst it is concerning, more detail would be needed to put the feedback into context, was it a serious matter that should have been dealt with or was it brushed because it did not need dealing with to the level the member felt it needed.

10. YFC Travel Ski trip 2018

10.1 Resort 2018: Val D Isere, France – Confirmed that YFC would be going to Val D Isere. SG discussed how they did not want to be on the trip with Trinity College again; BW explained that Nuco won't be able to take Trinity College to Val D Isere so that eliminates that issue.

10.2 YFC Reps – Due to timing issues with the end of 2017 Ski season and buying for the 2018 season being so close to AC, it would be a tight turn around to make a launch at Convention happen, time which isn't necessarily spare that close to Convention. JCE recommended to the SG that the YFC Ski trip launch and Rep training for 2018 take place at Competitions day on 1st July at Staffordshire showground. Bookings for the trip will commence in September. This was approved by the SG.

10.3 Programme, Extras & Fun Competitions – The SG main concern for the 2018 trip is accommodation. All in agreement that people are happy to pay for better accommodation. MW stated that people are happy to pay for a Ski trip and would be more inclined to go with YFC if they could be guaranteed better accommodation.

The SG would also like to attempt to have a few more YFC focused events at the trip, having felt overshadowed by Trinity College this year.

BW informed the group that JCE and he would be going to visit NUCO to discuss how the trip could be improved moving forward.

10.4 Launch at Annual Convention – group referred to Annex E & F to approve wording. See point 10.2, YFC Ski launch will be moved to Competitions day and bookings will open in September. Dates for the trip will be announced at the AGM. The SG agreed we could wait for June meeting to organise prices and packages, NUCO could hopefully come and present to the group the details of the 2018 trip, having taking on board all our feedback reference accommodation and YFC exclusive events.

Action

- BW and JCE to liaise with NUCO about YFC exclusive events & accommodation.
- BW & JCE to ask NUCO to present to group in June.
- EA to re-word all Ski documents to reflect the launch at Comps day.

11. Break Out Sessions

12. Feedback and Actions from Steering Groups

12.1 Agri

Feedback from Agri is that they would like to discuss the option of having an app for the Agri Forum and Convention. CB fed back that following the October meeting she has held discussions with JCE reference the possibility of an app. A basic app would cost the Federation a minimum of £8000, money that would be better directed into updating the current website, modernising the member's only log in area and adapting it to be even more mobile friendly. It was stated that as a Federation, we cannot justify spending 8k to benefit 5000 members when we have 26,000 members in total to

consider.

SJD informed the group that the theme for the Agri Forum would be 'Make Our Mark'; hash tag is still being decided.

Agri SG like the idea of the Bale Structures and suggested it could be done for charity.

SJD suggested that there are companies that can produce apps on a company's behalf for specific event. RB highlighted that whilst in theory that would be a good solution, the company would have access to our data and due to child protection we would not be able to proceed with it.

12.2 Competitions

Comps were happy that we had organised volunteers and that we would be sorting entertainment. Feedback is that something like darts would be good as it's something people can drop in and out of.

Comps would like help selling raffle tickets at Convention. E&M to think of 5 people to help with this.

12.3 PD

Would like YFC Travel Presentations to go on the website. EA explained this would be possible if members sent in the presentation in the correct format to go on the website, which is on the PD agenda to be discussed.

PD could potentially present the curve at Comps day. RB suggested we could have the presentations on a rolling screen.

CB asked the group if Breakout groups are working. EA suggested that from what she has seen, she would be inclined to say no; generally it takes up valuable time where SG could be discussing other things in more depth and it breaks up the roll of other meetings. LE asked whether marketing would get done for events without the help of E&M group, which EA said yes, if something needs doing marketing wise it is generally organised naturally by the office as part of their work. CB stated that it was important that E&M had trialled it for a year and it had been worth trying. KH suggested that it would be good to get the SG Chairs communicating by organising a pre-SG meeting to talk about anything groups should be aware of and filter through to the relevant meeting. SG in agreement.

Action

- KH to liaise with the other SG chairs with reference to the new format of breakout groups.

13. Annual Convention, Torquay 21st – 23rd April 2017

MC joined the meeting to present the AC Behaviour Presentation. This weekend was the debut of the presentation and it will be rolled out to all clubs for the grass root members; it will be used as a mandatory training tool for those going to Torquay this year. The presentation focuses on promoting positive behaviour and the idea of endorsing the positives rather than focusing on the negative behaviour. MC highlighted that it takes 18 months for the AC to be organised, but also years of hard work creating a good reputation and relations within a town, yet it takes only a few cases of bad behaviour to destroy this making AC destinations increasingly limited. MC emphasised the importance of relaying that members carry the branding of YFC and everyone has a responsibility to protect the reputation of the Federation.

JCE and MC informed the SG that if there was enough money in the budget, we may look at getting stickers with the logo (YFC daisy with thumbs up in the centre); MW has a contact for this. JCE will be sending the presentations out to all counties, anyone who is an active member of council will be expected to help present and stick by the message being delivered.

SG discussed examples of bad behaviour that has been experienced at AC. It was agreed that behaviour needs to be improved from getting on transport in home counties right the way through to returning home; behaviour at service stations and train stations needs to be appropriate.

MC also informed the SG that NFYFC were looking to hold a 'competition' to recognise outstanding behaviour at Convention. It will be included in the hoteliers mailing, anyone who has shown above and beyond behaviour at a hotel can be nominated by the hotelier. The winner will be featured in ten26.

KH to present this behaviour presentation to Council on Sunday 19th February.

13.1 Event Management Team – RB talked through the new Event Management structure and who was responsible for what on the weekend. It has been worked this way as JCE will be looking after the sponsors. RB and EA informed the group of a new member to the EMT, Josh Hepworth, who is studying event Management and would be working with us to help complete his 100 hours of work experience. MW endorsed Josh, stating he is very efficient. RB mentioned that

BC and John Eayrs had joined the EMT.

EA informed the group that we require members for registration and the Town Team. CB explained who the Street Pastors are and what good work they do on AC weekend. Anyone wishing to help fill the town teams to email EA. KH and CB volunteered.

13.2 Programme of Entertainment – RB and EA went through the programme, explaining that whilst the DJs cost less this year, we have three really good bands that have used up the remaining budget. EA talked the group through the booking process with regards to how we came to the final line up. RB informed the group that the capacity of Torquay has increased. RB reminded the steering group that the House DJ's were selected by the group in June of last year and were contracted by September. This ensured that the DJ expenditure was accounted for when planning the line up of Radio One DJs and the bands. The ideas for Radio One DJs and bands were discussed at length at the October and RB & EA acted on the thoughts of the E&M group when working with the booking agencies and artists availability. The Chair of Council has requested that another DJ play for one night – Toby Bacon. The St Group discussed this and agreed to continue as booked now – the two DJs booked are popular and the E&M group does not wish to make any changes to the plans the group made in June.

MW queried as to why the bands cost so much with reference to the budget handout; RB explained that we had contracted three really good bands as the DJ line up wasn't as strong this year. There are costs in addition to the fees paid (riders, accommodation etc) which must be paid for from the event budget.

13.3 Promotional Material – theme & design – EA circulated the artwork and website link for the new shirts for Convention. Members of the group queried why we were no longer using YFC clothing. EA explained that the company previously used did not wish to continue working with the event, as it was not in line with the direction of the company any more. SG is happy with the design and requested that there were a large range of sizes available, especially female.

13.4 Massey Ferguson Update – RB stated that MF is on board for the AC this year as lead sponsor. EA informed the group that there will be a MF dinner (for MF's guests – approx 50 in number) on the Friday night that will then roll into the Chair's Reception.

13.5 Registration Wrist banding – EA requested that members of the SG filled out the registration steward's form; it was a requirement as an E&M member to help. RB informed the group that they would not be able to attend the Chair's Reception but would be given Guest passes for helping. Anyone that is not able to help will be required to write formally to KH explaining their reasons why. CB stressed that feedback about E&M SG was that the group took a lot of the credit for AC but man hours didn't match the level of credit and this needs to step up.

13.6 Volunteers to help with Competitions Raffle – This was discussed following the breakout groups. E&M will look into volunteers for this.

13.7 Sponsors invited to exhibit at Registration – JCE will be dealing with the sponsors this AC. Currently in the process of organising space for stands however there is not as much space at Torquay as there is at Blackpool.

Action

- EA to request large t-shirt sizes.
- SG members to email their availability for the town team.

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 – RB informed the group that they needed to start coming up with locations for 2020 AC. RB informed the SG that if they can come up with a location that has enough beds and a venue that can hold up to 6000 members with something to do in the town, to email EA.

The SG discussed different options. BB explained that whilst places such as Newcastle and Leeds would be good options for beds and venues, the nightlife in the town would be better than what NFYFC could offer and therefore we wouldn't be able to guarantee members buying a package and essentially NFYFC wouldn't make any profit; SG was informed that AC makes about three quarters of NFYFC's money and without the AC it would not be able to operate. In addition, if the night life outside is more enticing than within the venue, we also lose the element of control over the members, we can look after intoxicated members better if they are within the venue rather than loose in town.

EF queried whether for the 2019 booking we had second year discount. EA explained that 2018 was the second year

discount, 2019 was a standalone booking.

JH queried if it needs to be coastal, RB explained that it didn't need to be, it was just how it's always been done.

The SG discussed package prices and RB suggested that the SG asked the BOM to consider their thoughts before setting the price. MW queried as to whether members appreciate how much acts cost? AM suggested that members wouldn't notice if it was just an iPod playing, however RB stated that R1 DJ's give us coverage on the radio creating a buzz before and after the event, as well as getting the crowd going, so it's not as simple as just playing music.

15. Competitions Day 2017

15.1 CB, KH & EA gave background information; Comps SG had requested help from E&M to put on some form of entertainment at Comps Day, 1st July. RB explained to the group the audience there – competitors, parents and siblings etc. BC, BW, CB, KH, LS and MW all volunteered to help out. SG decided to discuss what they would put on at Comps day at a separate time.

Action

- KH & EA to coordinate volunteers to discuss a plan of action for Comps day.

16. Area Feedback reports & Calendars – Area/ counties

SW – Reported SW had a busy Christmas period. Area weekend in two weeks time, 2000 members heading to Newquay. Chris Stark performing over the weekend. Sold 1000 seats for the Sunday Competitions. Fliers have been circulated over council weekend for anyone wishing to go.

SE – Area sports and reading competitions went well. Debate within the area with regards to lack of communication over the two comps but generally happy with the outcome.

WM – no representative present at this point of the meeting.

EM – Reported it had been quiet in the area; however their Competitions weekend is being held in two weeks time in Skegness. Chris Stark is performing on night two. This year the weekend is for over 18s only as opposed to over 16s.

NA – All county finals have taken place, ready for Northern area weekend. NA residential weekend was successful.

Wales – Wales entertainment weekend is coming up, Welsh entries on Saturday and English on Sunday. WPU prices not changed, AGM is taking place in Aberystwyth. Wales is still running with 'buy a brick' to try to fundraise the money to buy their office building. All Welsh counties are supporting and all donations are welcome.

EA – Working on building bridges between the counties which seems to be going well.

Youth Forum – Will be putting on an YFC Talent at Competitions day. At AC, would like to have a 'newbie's area' for those members who have not been before and may find it daunting. Look to produce a town map of where members will be able to get help should they need it.

17. Date of next meeting

17.1 Saturday 24th June 2017

18. Any other business

Countryside Live: CB put to the group about whether having an NFYFC presence at Countryside Live was indeed a viable allocation of time and effort. This was discussed at length and the outcome was to consider whether it would be worth negotiating a deal with them where NFYFC gets funded to be there by CSL as the first step.

SIGNED _____

Actions