

Events and Marketing (EM) Steering Group Meeting

Saturday 24th June 2017

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

Allesley Suite, Commencing at **1.30pm**

AGENDA

1. Opening remarks
2. Apologies for absence
3. To confirm minutes of previous meeting refers: (008-17-EM)
4. Matters arising from those minutes (not under agenda items)
5. To receive any relevant correspondence
6. Communications & Marketing
 - 6.1. Update on social media and comms
 - 6.2. Ten26 update
 - 6.3. Review of PR coverage
 - 6.4. Website
7. National Young Farmers Week 2017: 18th – 24th September 2017
8. YFC Travel Ski Trip 2018, Val D'Isere, date TBC
 - 8.1. Meeting with Nuco report
 - 8.2. YFC Area Ski Reps
 - 8.3. Programme, Extras & Fun Competitions
 - 8.4. Launch at Competitions Day 1st July 2017
9. Annual Convention 2017 Update: Torquay 21st – 23rd April 2017
 - 9.1. Ticket Sales & number of attendees
 - 9.2. Summary of incidents at venue and in Torquay town (Behaviour)
 - 9.3. Behaviour Policy including travel to Torquay
 - 9.3.1 Next steps for 2018
 - 9.4. Event Management - Summary of debriefs and feedback (Police, Council, etc.)
 - 9.5. Event feedback
 - 9.6. Media
 - 9.6.1. *Review of PR coverage following Annual Convention*
 - 9.6.2. *Farmers Guardian and Farmers Weekly Media Coverage*
 - 9.7. Any other Annual Convention 2017 Business
 - 9.8. Budget summary
 - 9.9. Incident – 23rd April 2017 – Update (JCE)
 - 9.10. Annual Convention Dates
 - 9.10.1 *Confirmed Dates: 4th – 6th May 2018*
 - 9.10.2 *Confirmed Dates: 10th – 12th May 2019*
10. Annual Convention 2018, Blackpool, 4th- 6th May 2018
 - 10.1 Entertainment
 - 10.1.1 *Stage entertainment ideas for 2018*

10.1.2 *House DJs*

10.1.3 *Bands & Guest DJs – Ideas to be researched in preparation for October meeting*

10.2 Budget

10.3 Ticket Prices

10.4 Event Branding Ideas for Elliot House

10.5 Fancy Dress theme ideas

11. Annual Convention – Event Management at future Conventions
12. Area feedback reports & calendars – area/counties
13. Any other business
14. Saturday 21st October 2017
15. Closing remarks