



Events & Marketing Steering Group Meeting

Saturday 21st October 2017

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 (24th June 2017)** Paper refers 019a-17-EM
4. **Matters arising from those minutes (not under agenda items)**
5. **To receive any relevant correspondence**
6. **Review of actions agreed at June 2017 meeting** Annex A of paper 021a-17-EM
7. **National *Young Farmers* week**
 - 7.1.1. National Young Farmers Week 18th to 24th September 2017 – Review Supporting Document
 - 7.1.2. National Young Farmers Week 2018 – Date to be Set
8. **Communications – Cheryl Liddle to report** Supporting Document
 - 8.1. Social media
 - 8.1.1. Facebook & Twitter
 - 8.1.2. Instagram
 - 8.2. Review media coverage
 - 8.3. Brand Launch
 - 8.4. Website Update
 - 8.5. Silo Database Update – Gary Woodman
9. **YFC travel ski trip 2018 – Val D’Isere 6th – 13th January 2018 – Ben Westwood to report** Annex B of paper 021a-17-EM
 - 9.1. Promotion & wristband bookings
 - 9.1.1. Promotion
 - 9.1.2. Bookings
 - 9.1.3. YFC Area Reps
 - 9.2. Programme, Extras & Fun Competitions
 - 9.2.1. Daytime
 - 9.2.2. Evening
 - 9.3. Fancy Dress Poll Results
10. **YFC travel ski trip – Resort Rotation**
 - 10.1.1. 2018: Val D Isere, France
 - 10.1.2. 2019: Pas de La Casa, Andorra – To be discussed
11. **Annual Convention 2018, Blackpool, 4th – 6th May 2018**
 - 11.1. Programme of Events Annex C of paper 021a-17-EM
 - 11.2. Convention Entertainment
 - 11.2.1. Budget Annex D of paper 021a-17-EM
 - 11.2.2. Wristband pricing and key admin dates to be noted Annex E & F of paper 021a-17-EM

- 11.2.3. House DJ –Chris Lauriello (contracted)
 - 11.2.4. Bands &/or Guest DJs for:-
 - 11.2.4.1. Friday night
 - 11.2.4.2. Saturday night
 - 11.2.4.3. Sunday night
 - 11.2.5. Dress Themes & Dress Codes
 - 11.2.5.1. Friday night dress theme - Black Tie
 - 11.2.5.2. Saturday night fancy dress theme
 - 11.2.5.3. Sunday night dress theme – Club Shirt
 - 11.2.5.4. Daytime entertainment – pub quiz
 - 11.3. Event Marketing & Communications
 - 11.3.1.1. Promotional Material – theme, tools & design ideas
 - 11.4. Registration Stewarding
 - 11.5. Event Sponsorship – Sophie Willingale to update
 - 11.6. ‘Thumbs Up’ Behaviour Policy
- Annex G of paper 021a-17- EM
- Annex H of paper 021a-17- EM
- Annex J of paper 021a-17- EM
- 12. **Future Annual Convention dates/venues**
 - 12.1. 2019 Blackpool 10th – 12th May 2019
 - 12.2. 2020 Venue?
 - 13. **Area Feedback**
 - 14. **Any relevant other business**
 - 15. **Date Of Next Meeting** – Saturday 24th February 2018
 - 16. **Closing Remarks**