



**Fun, Learning and  
Achievement**

## **Events and Marketing Steering Group Meeting**

Saturday 17<sup>th</sup> February 2018

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 from previous meeting
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 – Cheryl Liddle to report
  - 7.1. Communications update
  - 7.2. Plans for the coming year
8. National Young Farmers' Week
  - 8.1. 2018: 8 – 12 October (5 days)
    - 8.1.1 Develop ideas for NYFW 2018
9. YFC Travel Ski Trip, 6<sup>th</sup> – 13<sup>th</sup> January 2018
  - 9.1. Feedback
10. YFC Travel Ski Trip 2019
  - 10.1. Resort 2018: Belle Plange, France
  - 10.2. YFC Holiday Sales Reps
  - 10.3. Programme of activities
  - 10.4. Launch at Annual Convention



11. Annual Convention, Blackpool, 4 – 6 May 2018
  - 11.1. Event Management Team
  - 11.2. Programme of entertainment
    - 11.2.1 Pub Quiz
    - 11.2.2 Bands and DJs
  - 11.3. Registration - Wristbanding
  - 11.4. Volunteers to help with Competitions Raffle
  - 11.5. Behaviour Presentation
  - 11.6. Sponsors - Sophie Willingale to report
    - 11.6.1 Sponsors invited to exhibit at Registration
    - 11.6.2 Event sponsors
12. Future Annual Conventions
  - 12.1. 2019 - Blackpool 10<sup>th</sup> – 12<sup>th</sup> May – confirmed & contracted
  - 12.2. 2020 - TBC
13. Competitions Day 2018
  - 13.1. Ideas and volunteers to provide entertainment and/or activities at Competitions Day 2018
14. Area feedback reports & calendars – area/counties
15. Date of next meeting
  - 15.1. Saturday 24<sup>th</sup> June 2017
16. Any other business
17. Closing remarks

