



**Fun, Learning and
Achievement**

Events and Marketing (EM) Steering Group Meeting Saturday 20th October 2018

Quality Coventry, Birmingham Road, Allesley, Coventry, CV5 9BA,
Manor Room Commencing at **2pm**

AGENDA

1. Opening remarks
2. Apologies for absence
3. To confirm minutes of previous meeting
4. Matters arising from those minutes (not under agenda items)
5. To receive any relevant correspondence
6. Budget review
7. Communications & Marketing
 - 7.1. Update on social media and comms
 - 7.2. National Young Farmers Week 2018
 - 7.3. How can the steering group help with marketing
 - 7.4. Marketing the purpose and services of the NFYFC to its members
 - 7.5. Image of YFC members and the NFYFC to the outside world
8. Conduct and behaviour of YFC members
9. YFC Travel Ski Trip 2019, Belle Plagne
 - 9.1. Trip update
 - 9.2. Programme, Extras & Fun Competitions
 - 9.3. Fancy dress
10. Future event(s)
 - 10.1. Principles NFYFC events
 - 10.1.1. Audience (ages)
 - 10.1.2. Conduct & behaviour
 - 10.1.3. County involvement
 - 10.1.4. Budgeting
 - 10.1.5. Ticket pricing
 - 10.1.6. Event content
 - 10.2. Event types to consider
11. Area feedback reports & calendars – area/counties
12. Terms of Reference of the Events and Marketing Steering Group - review
13. Any other business
14. Date of next meeting
15. Closing remarks

