



**Fun, Learning and
Achievement**

Events and Marketing Steering Group Meeting

13:30 hrs Saturday 26 October 2019- The Allesley Suite, Quality Hotel, Coventry

AGENDA

1. Opening remarks and apologies for absence
2. To confirm minutes from previous meeting
3. Matters arising from those minutes (not otherwise on this agenda)
4. To receive any relevant correspondence not relating to further items on the agenda
5. Communications & Marketing Cheryl Liddle
 - 5.1. National Young Farmers Week ([NYFW](#))
 - 5.1.1. Overview and online statistics
 - 5.1.2. [Toolkit](#)
 - 5.1.3. 2020 – early planning
 - 5.2. General communications update
 - 5.2.1. Social Media (Facebook, Twitter & Instagram)
 - 5.2.2. The Buzz
 - 5.2.3. Club Officers Newsletter James Eckley
6. Membership
 - 6.1. Renewals & retention
 - 6.2. Recruitment
7. [Ski Trip 2020](#) Ben Westwood/James Eckley
 - 7.1. 4 to 10 January 2020, Argentiere, France.
 - 7.2. Base price of £724 including:
 - 7.2.1. Transfers from/return to Geneva airport to resort
 - 7.2.2. All meals (fully catered)
 - 7.2.3. Equipment hire
 - 7.3. Own flights to/from Geneva required
8. YFC Awards event James Poulton
9. Feedback from committee members All
 - 9.1. County & Area Communications
 - 9.2. County & Area Marketing
 - 9.3. County & Area Events
10. Date of next meeting:
 - 10.1. Saturday 15 February 2020
 - 10.2. Saturday 27 June 2020
 - 10.3. Saturday 24 October 2020
11. Any other business
12. Closing remarks