



**Fun, Learning and
Achievement**

Events and Marketing Steering Group Meeting

13:30 hrs Saturday 15 February 2020 - Allesley Suite, Quality Hotel, Coventry CV5 9BA

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. Election of EM Steering Group Officers
 - 5.1. Chairman
 - 5.2. Vice Chairman
 - 5.3. Co-options (max 3)
6. Communications & Marketing
 - 6.1. Communications update Cheryl Liddle
 - 6.1.1. Social Media (Facebook, Twitter & Instagram)
 - 6.1.2. The Buzz
 - 6.1.3. Club Officers Newsletter James Eckley
7. National Young Farmers Week ([NYFW](#)) – plans 2020 & all Cheryl Liddle
8. Membership
 - 8.1. Renewals & retention
 - 8.2. Recruitment
9. [Ski Trip 2020](#) (4 to 10 January 2020, Argentiere, France) Ben Westwood/James Eckley
 - 9.1. Review of feedback survey
 - 9.2. Potential destinations 2021
10. Farmers weekly Festival
 - 10.1. Update. James Eckley
11. YFC Awards All
12. NFYFC event – considerations All

13. Feedback from committee members
 - 13.1. County & Area Communications
 - 13.2. County & Area Marketing
 - 13.3. County & Area Events

All

14. Date of next meeting:
 - 14.1. Saturday 15 February 2020
 - 14.2. Saturday 27 June 2020
 - 14.3. Saturday 24 October 2020

15. Any other business

16. Closing remarks

