



Précis and action points from the **Marketing Committee** meeting held on Friday 19th February in Dundee University.

Present

Grant Reilly (Chair) (GR)
 Julie Falls (JF)
 Sarah McMichael (SM)
 Sam Roberts (SRO)
 Jacqui Stone (JS)

Apologies

Ross Simpson (RS)
 Dave Hegarty (DH)

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and went through the actions from the previous meeting.
2. JF is trying to link up with academics.
3. SM is looking at the colour codes.

IPHONE APPLICATION

4. We are making good progress. There aims to be a test launch on the 15th May in order to test ahead of an official launch at SUS conference. We would start with the iPhone and then add onto Blackberry etc. Content is being sorted out with the developers and the colour scheme will mirror that of the website. The App will also link into sponsors logos etc.

ONLINE MARKETING

SUS website

5. 1267 fans on facebook. 85 on twitter. 26 on twibbon. BUCS have 4886 on facebook.
6. It was felt that we should keep trying with the twibbon even though numbers are low. ALL
7. It was suggested to look at adding extra apps to the SUS facebook page to make it even more appealing. E.g. link up with a fixtures live app. RS to see if this is possible. RS
8. SUS office to send out asking people to put link to facebook in email signatures. SUS

OFFLINE MARKETING

Progress report on SUS presence in institutions

9. Posters – should look to get a SUS info one printed. Should also get 2000 A5 flyers printed to be used by brand ambassadors etc. JS / GR
10. Pop-ups – GR can get for under £100 each. Need to identify photos and designs for these. SUS

Brand ambassadors

11. Those in post are working well. SUS should specify events that we would like them to attend. At least two events per year but could be offered more if they are keen. SUS
12. SUS will also give them a goody bag of stuff to use to give out.
13. In the summer we should try to get them into more institutions. When AU Presidents do a handover try to select new ones.

CONFERENCE ADVERTISING & SPONSORSHIP

14. Ideas for conference sponsors are welcome. ALL
15. JS to ask JL about college specific things that might be useful at the trade fair. JS
16. Suggestions included Orion Clothing, Fitness Scotland.
17. A raffle was suggested and companies could be asked for donations. SUS



18. T Shirts would be sourced in performance fabric at £5 each. Also looking into data sticks. SUS

ANY OTHER BUSINESS

19. Look to get a mascot – squirrel to launch at conference. The name would be a competition. GR to draft a document outlining details. GR

20. Conference cup finals: use branding as much as possible. SUS brand ambassadors could attend. Posters for promotion?

21. GR to look at Cvent and comment back to JS. GR

22. Performance Sport brochure to be sent to GR for formatting. SUS

23. SUSPAC resource guide: these should be promoted through departments so SUS office to send out a link. ALL

Actions List

To promote the use of Twibbon	ALL
Look into additional apps for SUS facebook site	RS
Send out request for people to add facebook to their email signatures	SUS
Posters and Flyers	JS & GR
Look into pop-ups	SUS
Identify events for brand ambassadors and sort out goody bags	SUS
Send conference sponsorship ideas to SUS	ALL
Ask JL about college specific sponsors for conference	JS
Look into raffle for conference	SUS
T Shirts and Data sticks to be sourced	SUS
Draft mascot document	GR
Check out Cvent	GR
Performance Sport Brochure to be sent to GR	SUS
Promote use of SUSPAC resources	ALL