



Précis and action points from the **Marketing Committee** meeting held on Friday 20th November 2009 in Dundee.

Present

- Grant Reilly (Chair) (GR)
- Sarah McMichael (SM)
- Shona Roche (SR)
- Sam Roberts (SRO)
- Ross Simpson (RS)
- Dave Hegarty (DH)
- Ellie Sykes (ES)

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and thanked Dundee for hosting the meeting.
2. Igiveadam gave a presentation to the group.

ONLINE MARKETING

3. GR gave an update on the numbers regarding the newsletter, facebook and twitter.
4. GR informed the group that the most popular form of entry to the website was from the newsletter.
5. The problem with signing up to the newsletter has been fixed so an email should be sent out informing that the newsletter can now be signed up to again.
6. GR explained to the group about Twibon, and a decision was made that a white logo with a blue outline would be the best in the bottom left of the picture.

OFFLINE MARKETING

How can we get more of a SUS presence at individual institutions?

7. The group came to a decision that Pop Ups would be the most useful to have at each institution with a SUS representative from that university on them.
8. GR will find out who is best to carry out the printing with and will need to ask them if it ok to use the Glasgow University marketing team.
9. There will be an article about SUS on the GUSA newsletter.
10. DH said that he could put an article in the RGU newsletter so RS will send him the information.

Brand ambassadors

11. The Branding ambassador proposal has been finalised.
12. All presidents will formulate a short list with whom to send this to.
13. A SUS info pack will be made and Presidents will talk them through the job.
14. The Brand Ambassadors should work at the Fresher's fair.

SPONSORSHIP & ADVERTISING STRATEGY

15. The sponsorship document pricing needs to be finalised.
16. A decision was made by the group that the prices should be put on the document.
17. RS will draft up an events list which the sponsors will have access to.

SEMINAR/CONFERENCE ADVERTISING & SPONSORSHIP

18. All should look for a main sponsor for Conference, Seminar, REP Sport and Events.
19. DH will send SR the list of the most appropriate sponsors.

ACTION

GR

DH, RS

RS

ALL

DH



20. GR will speak to SF about a sponsorship list.

GR

ANNUAL REVIEW

21. GR showed the group the document.

ANY OTHER BUSINESS

22. There was talk of producing car stickers for the team coaches, 'SUS Team on board'

23. GR thanked everyone for their contributions.

24. Next meeting date: Friday 15th January Aberdeen

Actions List

GR will find out who is best to carry out the printing with and will need to ask them if it ok to use the Glasgow University marketing team	GR
RS will send DH information to put in he RGU newsletter	RS
RS will draft up an events list which the sponsors will have access to	RS
All should look for a main sponsor for Conference, Seminar, REP Sport and Events	ALL
DH will send SR the list of the most appropriate sponsors	DH
GR will speak to SF about a sponsorship list	GR