



Précis and action points from the Marketing Committee meeting held on Tuesday 15th March 2011 in University of Strathclyde.

Present

Grant Reilly (GR)
Pete Burgen (PB)
Yousuff Kerr (YK)
Sarah McMichael (SM)

In attendance

Fiona Mathie (FM)
Jenni Lloyd (JL)
Jacqui Stone (JS)

Apologies

Arnaud Bastianeli
Drew Leitch
Yousuff Kerr
Ross Simpson

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and gave apologies for DL, YF, RS and JF for being unable to attend the meeting.

MINUTES AND ACTION POINTS FROM PREVIOUS MEETING

2. GR goes over action points from previous meeting which have either been completed or are still in progress.

UPDATES

MARKETING STRATEGY/ADVOCACY ACTION PLAN/SOCIAL MEDIA PLAN

3. JS updated the group on the current strategy, has the same structure as before, objectives and action plan has expanded since the creation of the marketing strategy. The strategy now has 8 objectives and extended to 2012.
4. GR went through the different objectives and gave out the current numbers of online users. In the updated marketing strategy targets have increased for the online users.
5. All are happy with the updates and the strategies will be ready for Exec on the 8th April.
6. PB asked if SUS were involved in the International Role of Honour. GR suggested linking with them on twitter.

SUS IPHONE APP UPDATE

7. GR updated the group on the Iphone App. Paying a retainer to keep the app. GR suggested that news stories are uploaded onto the app to keep interest.

LLM SPONSORSHIP

8. JS updated on LLM, money has been received regarding sponsorship. Website almost ready although no date confirmed, soft launch first then launched properly at a later date.

ADVERTISING/SPONSORSHIP BROCHURE

9. Document has been updated and changed to SUS associate sponsor, packages changed slightly for conference, accommodation has been removed off the sponsor package.
10. GR to chase up regarding trade show information off committee.

ACTION

OFFLINE/ONLINE PRESENCE

Facebook, twitter, e-newsletter & website

- | | |
|--|----|
| 11. GR updated the group on current online presence numbers.. SM suggested getting teams to bid in order for their scores to be put on to twitter to increase users. JL asked whether 10 minutes could be spent at the next meeting on how to use Twitter. | GR |
| 12. A small discussion was had on the plan for Brand Ambassadors. Job description to be sent to Sports Presidents to advertise. Jan – Jan cycle of recruitment. PB to sort dates. | PB |

CONFERENCE – ST ANDREWS

13. JS showed the group the draft programme and confirmed key note speaker as Jamie Andrew. Conference will have same structure as previous year. A small discussion was had on the interactive debate and topics for it. It was felt it should be presidents and marketing led for 1 hour and a debate over Sport/Health. A small discussion was had on the tradeshow and whether it should be one or two days.

MEDIA OPEN DAY

- | | |
|---|--------|
| 14. GR suggested that this should tie into Conference to allow journalists to come for the day and see the keynote speaker, during the breakout sessions journalists could meet key staff. GR and JS to discuss at PDC. | GR, JS |
|---|--------|

BRAND AMBASSADOR

- | | |
|---|----|
| 15. PB updated on the job description. A small discussion was had on recruitment with the suggestion of using Sports Presidents to help recruit. JS added that on the job description it should not be compulsory for the Brand Ambassadors to attend both the SUSPAC Dance and Active Age Festivals. A small discussion was had on those who have applied. FM to send details to PB. | FM |
| 16. It was suggested having a lunch in May for Brand Ambassadors to attend along side the AU Forum and at least 4 Brand Ambassadors would be required until January 2012 with 8 being recruited then. | FM |
| 17. PB asked if there was a separate events list. FM to ask RS for sports fixtures. | FM |

SCS

18. JL updated on colleges. Numbers doubled on Facebook, good brand presence at finals.

SUSPAC/NIKE+

- | | |
|---|----|
| 19. FM updated on the SUS Challenge. A small discussion was had on creating a video to promote the event as well as a small discussion about the SUS Video similar to the SRU one created. Various ideas were discussed. It was agreed that SDC's and Sports Presidents should be involved in this clip and that all sports should be used to advertise SUS. GR to make a brief of what is involved. To be completed by end of April. Colleges should also be involved and CASIE. | GR |
|---|----|

AOB

20. A small discussion was had on CASIE and creating a twitter account.
21. GR also mentioned the Sportscotland logo on SUS website needs to be changed.



Actions List

Brand Ambassador dates to be sorted	PB
Media open day to be discussed at PDC	GR, JS
Details of Brand Ambassadors to be sent to PB	FM
Sports Fixtures to be located and sent to PB	FM
Brief for SUS Challenge to be completed	GR