



Précis and action points from the **Marketing Committee** meeting held on Friday 15th January in RGU.

Apologies

Present

- Grant Reilly (Chair) (GR)
- Julie Falls (JF)
- Sarah McMichael (SM)
- Shona Roche (SR)
- Sam Roberts (SRO)
- Ross Simpson (RS)
- Dave Hegarty (DH)
- Shona Roche (SR)
- Jacqui Stone (JS)

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and thanked everyone for their hard work over the last few months. GR thanked Ext.DH for hosting and providing a fantastic lunch.
2. Previous minutes were passed and all action points had been carried out.

IPHONE APPLICATION

3. SM updated the group by demonstrating the application on her phone. It was discussed what would be best to have available through the application: Fixtures, Gallery, Contact page, About SUS, News, Rep sport, Events. GR & SM to contact igiveadamn with requests.

ONLINE MARKETING

SUS website

4. Technical problems with e-newsletter have now been sorted and numbers are increasing. FB and Twitter numbers have also drastically increased.
5. GR updated the group that the SUS Twibbon was now functional and encouraged everyone to Twibbon their profile picture.
6. RS and SRO had searched for SUS links on all Sports Union web pages and it was found only Napier, QMU and Stirling were missing functional links to SUS. It was discussed about linking with the academic side of the SUS network, JF and SUS office to work on this.
7. GR discussed the new SUS PowerPoint. SR, on behalf of the SUS office thanked GR for this, as it was excellent and feedback from its use at Seminar had been good. It was agreed that this template be rolled out and used by everyone to help increase brand awareness and continuity. JS to check codes for sus logo colours on PowerPoint.

OFFLINE MARKETING

Progress report on SUS presence in institutions

8. A Lengthy discussion was had about the logistics of gathering pictures for the banners, and it was decided that BUGs would be the best option. It was agreed that it was a great idea to have sport players from each institution for their banners, and it was agreed the best option was to have a mix of sports and gender to cover every aspect of SUS.
9. GR showed the committee the new poster templates, and the group discussed pictures for these. It was agreed to use the pics SUS has for the time being and then update with BUGs pictures after the event.
10. RS discussed how Dundee uni where hosting all the conference cup finals and how it would be good to market the day as 'cup finals day'. SM and RS to move

ACTION

SM & GR

ALL

JF & SUS

JS

SM & RS

- on this and discuss with comps committee.
11. The group agreed not to further develop window stickers' idea, and felt there were better options.

Brand ambassadors

12. RS to contact brand ambassadors to discuss kit sizes and welcome them to SUS. SRO, DH, SM and GR to induct ambassadors into their roles.
13. The 4 ambassadors are now in their positions and everyone was encouraged to keep developing this concept and the role of the ambassadors.

RS
SRO,SM,D
H,GR

ADVERTISING & SPONSORSHIP DOCUMENT

14. RS to put advertising document on website.
15. It was agreed the document was ready for release and should be circulated.

RS

CONFERENCE ADVERTISING & SPONSORSHIP

16. Conference sponsorship was discussed and all were encouraged to send in contacts to SUS office.
17. T-shirts were discussed for conference gifts and design thought about.
18. GR requested that the group generate a list of trade fair ideas.

ALL

ALL

ANY OTHER BUSINESS

19. RS to move on SUS photo competition
20. SM & GR to send their current photos to RS
21. RS updated the group on Google Analytics and GR requested that stats be brought to the next meeting.
22. GR discussed having a SUS mascot. A lengthy discussion was had by all and the group agreed to further investigate this option. SM to find out cost of Bluebell, RS to search for nessie costume, ALL to generate ideas.
23. JS thanked GR for the great work he has done on SUS' behalf. SM to support GR with graphic design work.
24. DH to contact Aberdeen for contacts for conference.
25. Next meeting date: 19th February SUS HQ

RS
SM & GR

SM
RS
ALL

DH

Actions List

| | |
|---|--------------------|
| To contact igioveadamn with list of content for application | SM & GR |
| To promote the use of Twibbon | ALL |
| Improve online links with academic departments | JF & SUS |
| Check colour codes for SUS logo on PowerPoint | JS |
| Discuss marketing cup finals day in Dundee | SM & RS |
| Contact brand ambassadors | RS |
| Train and induct ambassadors | SM, GR, DH, SRO |
| Put advertising document online | RS |
| Send conference sponsorship ideas to SUS | ALL |
| Generate trade fair ideas | ALL |
| Start SUS photo competition | RS |
| Send current photos | SM & GR |
| Find out cost of Blue bell | SM |
| Contact Aberdeen for conference contact ideas | DH |