



Précis and action points from the Marketing Committee meeting held on Friday 21st January 2011 in University of Strathclyde.

Present

Grant Reilly (GR)
 Pete Burgen (PB)
 Yousuff Kerr (YK)
 Arnaud Bastianeli (AB)

In attendance

Fiona Mathie (FM)
 Jenni Lloyd (JL)
 Jacqui Stone (JS)
 Ross Simpson (RS)

Apologies

Sarah McMichael
 Drew Leitch
 Julie Falls

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and gave apologies for DL, SM and JF for being unable to attend the meeting. GR also gave apologies for being unable to attend the previous 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

3. JS updated the group on the marketing strategy and that specific objectives were to be met throughout the rest of the year.
4. GR went through the different objectives with SUS staff dealing with online presence currently to which GR explained SUS were increasing numbers continually with online presence. RS suggested that there needs to be more focus on SUS network communications between University pages and SUS. PB suggested whether showing presidents and staff at AU forum on working on joining up online presence. GR suggested at conference having a AU workshop on this. YK suggested writing an email to current sports presidents about fb etc. PB suggested 20 min update in facebook/online presence for next AU Forum. GR to speak to Leo
5. GR spoke about the social media strategy. YK to update then return to GR
6. JS spoke about marketing audit and updating the strategy which was JS responsibility.
7. GR updated on Media database with Sportscotland wanting all media stories to go through them, SUS to host open day for Journalists to build database for all Universities to send in news stories. SUS and GR to decide on date for open day and tie in Sportscotland and NGB to be done before Conference.
8. JS updated on Advocacy Action Plan ALL aware of plan, JS responsibility.
9. JS spoke about the Annual Review and enquired about who else could receive the review. FM to send to Principles, Universities, NUS, Sports Ministers, Government, Sponsors etc. FM to also put PDF on facebook and ensure it is on website.

ACTION

GR

YK

SUS, GR

FM

SUS IPHONE APP UPDATE

10. GR updated group on current status of the app. App is not 100% fully functional, no permission for fixtures live, contract with I Give Adam is £500/ year for maintenance. £1,200 to make fully functional. 2 options – kill app or pay money and get it fixed up and running. JS suggested using it for fixtures on SUS only and college events though BUCS fixtures could not be used on it. GR to speak to I Give A Dam and pay a retainer to keep app alive for 1 year. Until SUS are in a better position to make a decision on whether it is worthwhile keeping and developing

GR

OFFLINE/ONLINE PRESENCE

Facebook, twitter, e-newsletter & website

11. GR updated the group on current online presence numbers. FM to chase up brand ambassadors
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.

FM

PB

ADVERTISING/SPONSORSHIP

13. JS updated on current progress with LLM. Money has still not been received. Website will be ready in 2 weeks. Need to raid £5,000 for conference. Whether better to have 1 large sponsor or lots of small sponsors. GR suggested having more of a tradeshow and having an A12 programme with adverts, 15-20 companies of the representative sports. All to get 4 sports and contact regarding this. GR distributed task list on fiinding key suppliers for our representative sports

ALL

SCS

14. JL gave an update on the current situation with SCS. JL feels that messages are not getting across to students enough. Wants to increase student numbers on fb. GR suggested competitions on fb, digital jpeg on screens in colleges, give out t-shirts at colleges, contact National Union of Students to advertise on website.

JL

FM

SUSPAC & NIKE+ CHALLENGE

15. GR suggested launching challenge at Conference. FM to speak to JF

EVENTS

16. Conference Cup Finals, meeting next week will feedback any action marketing committee will have. RS to email presidents.

RS

AOB

17. JS reminded all about deadline for Exec Kit.
18. JS also spoke about the EGM on 21st Feb – Future of SUS will be discussed.
19. GR spoke to the group regarding Mark Beaumont to be a patron of SUS.



Actions List

GR to speak to Leo regarding improving online presence in AU Forum	GR
Marketing strategy to be worked on YK to update and return to GR	YK
Open day for Journalists at SUS office, date to be confirmed	SUS, GR
PDF of Annual Review to be put on facebook and ensure it's on SUS website	FM
Iphone App – maintain for one year contract, GR to speak to I Give A Dam	GR
Brand ambassadors, FM to chase up current applicants	FM
Brand Ambassadors, job description to be updated and dates added	PB
Tradeshaw, ALL to look at SUS Sports for Tradeshaw	ALL
Increase numbers on SCS facebook and awareness around colleges	JL
SUS Nike+ Challenge to be launched at conference, FM to speak to JF	FM
Conference Cup advertised, RS to email presidents	RS