



Précis and action points from the Marketing Committee meeting held on Tuesday 23<sup>rd</sup> November 2010 in UWS.

**Present**

Pete Burgen (PB)  
 Drew Leitch (DL)  
 Yousuff Kerr (YK)  
 Julie Falls (JF)  
 Arnaud Bastianeli (AB)  
 Sarah McMichael (SM)

**In attendance**

Fiona Mathie (FM)  
 Jenni Lloyd (JL)

**Apologies**

Grant Reilly (GR)  
 Jacqui Stone (JS)  
 Ross Simpson (RS)

**WELCOME, AND SCENE SETTING**

1. FM welcomed everyone to the meeting and gave apologies for GR not being able to attend and for the others who could not attend the meeting.

ACTION

**MINUTES AND ACTION POINTS FROM PREVIOUS MEETING**

2. FM goes over action points from previous meeting which have either been completed or are still in progress.
3. PB will mention some of action points at AU Forum on the following Monday. FM to get ready job description of Brand Ambassador.

ALL

**UPDATES**

**MARKETING STRATEGY/ADVOCACY ACTION PLAN**

4. FM showed the group the updated Marketing Strategy and Advocacy Plan and explained the Marketing Strategy still has some areas to be finalised.
5. PB asked whether there were areas in this plan that the committee should be aware of and what jobs the group are involved in for the future.
6. YK asked if they could be emailed out to the committee to have a read up on. FM to deal with this.

FM

**SUS IPHONE APP UPDATE**

7. FM updated the members on the iPhone app. JL explained the current situation that was discussed at the Exec Meeting. A small discussion was held on the contract with IGiveADam.
8. PB suggested a decision needs to be made on whether app is used currently and the areas that is could be used for besides fixtures live. AB suggested that is could hold captains contact details, University addresses and directions to the different Universities.
9. PB expressed his concern that people will lose interest in the app if something is not done soon. SM suggested that if we promote app and more people download it then it could be perhaps shown to BUCS the student need for an app to increase chances of a decision being made.
10. PB suggested the Iphone App should be on the Agenda for the next meeting.

**MEDIA DATABASE**

11. FM updated the group on the current situation with the Media Database and that she had been in touch with James Williamson regarding this. GR had his meeting with Sportscotland and FM updated the group on the outcome of this.
12. SM suggested using press managing services, Durrance to be investigated.
13. PB explained that the size of the University will depends on the medial office. AB

FM

explained that UWS has a marketing department and that they liaise with local newspapers.

14. JL suggested asking at the next AU Forum what media links each University has. PB

### CHRISTMAS SEMINAR

15. FM updated the group so far on the numbers that have registered for the Christmas Seminar and discussions underway for Powerplate to be the sponsor as well as LLM who will have their portal ready in time for the event. FM to send out reminder this week and include cut off date which is 7<sup>th</sup> December. PB
16. It is to be mentioned at the AU Forum next week for presidents to promote.
17. A small discussion was had on the packs and sponsorship.
18. SM suggested advertising the iphone app and the SUS photo competition in the delegate packs at Seminar.
19. JL suggested powerade and other advertising. SM suggested looking at FMP for free bags and pens – FM to investigate further. FM  
FM
20. FM to look into stressballs. SM suggested asking GS (Dundee Uni)
21. JL suggested using anything in SUS cupboard currently.
22. FM enquired to whether the SUS Mascot would be at the Seminar. JL explained student volunteers should be able to wear it.

### OFFLINE/ONLINE PRESENCE

*Facebook, twitter, e-newsletter & website*

23. FM updated the group on the web pages, to speak to GR for accurate numbers of hits. ALL still to push numbers.
24. JS still investigating LinkedIn and Foursquare.
25. FM has given pop up's to most institutions.

### ADVERTISING/SPONSORSHIP

26. FM gave an update on the current situation with LLM. JS is having regular meetings with them to prepare for Seminar.
27. FM updated the group on GR attendance at a Marketing Event with Irn Bru. ALL agreed this should be further investigated if LLM allow it. GR JS

### CONFERENCE – ST ANDREWS

28. FM updated the group on the current progress with the conference and that decisions should be made early with regards to delegate packs and the trade show. Feedback from last years conference showed that the tradeshow was relevant to everyone who attended. JS
29. PB suggested PDC will direct with delegate packs.
30. A small discussion was had on ideas for free gifts. JF suggested relate it to golf or SUS Mascot? ALL/PB
31. ALL have to come up with Tradeshow ideas and it is to be put to Sports Presidents at the AU Forum
32. ALL agreed the programme from last year was an excellent idea and the same idea should be used for the next conference. FM to look at last years programme FM
33. PB also explained how valuable Brand Ambassadors were to last years conference and should be sorted asap.

### SCS

34. JL gave an update on the current situation with SCS, flyers have been printed, 20 hoodies that were ordered have arrived and will see how they sell. FB page is going well and numbers increased on it after events.
35. YK asked how many involved, JL 26 and runs as same structure as Universities with Basketball and Football.

### SUS & NIKE+ CHALLENGE

36. FM updated the group on the current progress with the challenge. A small discussion was had on the best way to go about the challenge. It was decided it would be launched at Seminar and JF and FM were meeting the following day to discuss before emailing out to committee. JF wondered if making it a Nike+ challenge would be off putting to those who do not have the products and whether it should be run as SUS 1000 mile challenge instead. PB suggested making an A4 page with rules on one side and log page on the other side which can be kept at gyms. JF and FM to investigate. GR to update on current situation with Nike.

JF FM

### REFFING BRILLIANT

37. FM explained to the group that this was a programme being run on 28/29/30 January 2011 in St Andrews in which students/staff or other members of public can take part in a refereeing course. 6 sports will be involved, football, hockey, basketball, netball, rugby and volleyball. The individuals who take part will then sign up to a 12 month programme to help referee in University Sports and also in their local area.
38. PB updated further in that the participants can take part in more than once course. The courses will be on either of these days not run through all of them.
39. FM explained that the participants will be contracted through SUS and their University. PB further explained that SUS will provide the template for this but the individual University will be in charge of the programme and the games that the individual referees within the University.
40. YK asked when it will be advertised to Sports Presidents. FM to speak to SF regarding this and more information will be sent out. It is to be mentioned at the AU Forum.

FM SF  
PB

### EVENTS

41. A small discussion was held on the Conference Cup Finals. PB updated the group on the fact the Comps Committee have a dedicated group for this and will be in touch regarding marketing of this event. PB also mentioned it was important to look at feedback from last year in order to see any improvements needed.

### AOB

42. YK was wondering what the LLM agreement was. FM to investigate

FM

## Actions List

Marketing Strategy and Advocacy Plan to be sent round committee	FM
Iphone App to be on agenda for next meeting	GR
Durrance to be investigated in relation to Media Database	FM
Media links to be investigated at next AU Forum	PB
Delegate Packs for conference – ideas	ALL
Tradeshaw for conference - ask at AU Forum	PB
Tradeshaw ideas for conference	ALL
Brand Ambassadors to be informed/recruited for conference	FM
Reffing Brilliant information to be advertised	FM