



Précis and action points from the Marketing Committee meeting held on Tuesday 28<sup>th</sup> September 2010 in Aberdeen University.

**Present**

Grant Reilly (Chair) (GR)  
 Pete Burgen (PB)  
 Drew Leitch  
 Yousuff Kerr

**In attendance**

Fiona Mathie

**Apologies**

Julie Falls  
 Jacqui Stone  
 Jenni Lloyd  
 Ross Simpson  
 Arnaud Bastianeli  
 Sarah McMichael

**WELCOME, AND SCENE SETTING**

1. GR welcomed everyone to the meeting and gave apologies for those who could not attend

ACTION

**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.

ALL

**MEDIA DATABASE**

3. GR has been in touch with Sportscotland and is planning to meeting with them after Deli, a small discussion was had on what information will be needed for the database. PB suggested a special interest category. GR to speak to Sportscotland and will report back.

GR

**ADVERTISING/SPONSORSHIP**

4. JS has to still meet with LLM/Inspirit
5. GR suggested that all sector institutions can look into their own sponsorships or companies that SUS can get involved in.
6. PB suggested looking into the procure departments for all Universities as list of sponsors already made for sector.

ALL

PB

**MARKETING STRATEGY/ADVOCACY ACTION PLAN**

7. GR updated the group on what has been completed so far for the Marketing Strategy and runs though each point.
8. GR also went over the new mission statement and vision, ALL agreed with the statements.
9. A small discussion was had on the various aspects of the marketing strategy with suggestions being made on the political, economic, social, technological, legal and environmental aspects to the strategy. The SWOT Analysis was also reviewed with a small discussion on what each of the group thought on each point. Each suggestion to be reviewed further by PDC committee.
10. GR showed the group new models which could be used and will investigate further into each point before coming back to the group.

GR

**ANNUAL REVIEW**

11. GR updated the group on the current situation and showed the group various covers for the annual review. ALL agreed on what the front cover should be.

### SUS & NIKE+ CHALLENGE

12. GR explained to the group what this challenge would involve and FM showed the work which had been completed on it so far. A small discussion was had on whether Nike would offer to support this. GR to investigate and it was decided by ALL that it should be available to all students regardless whether they own Nike+ products. SUSPAC to get involved with this event. GR

### SUS IPHONE APP UPDATE

13. GR updated the members on the iPhone app. Unfortunately it has not been resolved with BUCS and FA is still negotiating with BUCS. GR has suggested putting a press release to all SUS members to update on situation. GR

### ONLINE MARKETING

*Facebook, twitter, e-newsletter & website*

14. GR updated the members on the current users on facebook, twitter, website and e-newsletters and numbers have increased. ALL still to push numbers. ALL
15. JS still to investigate LinkedIn and Foursquare. JS

### OFFLINE MARKETING

*Progress report on SUS presence in institutions*

16. FM to sort pop ups to Strathclyde and Aberdeen University. FM
17. GR suggested to all that to advertise on televisions within Universities and add SUS link to websites and facebook.
18. GR also going to send out signature to all Sports Presidents to use supporting SUS. GR

*Brand ambassadors*

19. SUS to send job descriptions to each University for new volunteers SUS

### EVENTS

20. A small discussion was held on the current standing with Conference, JS still investigating venue for Seminar and Conference. PB mentioned Abertay as an option if can't get anywhere else. JS

*Sponsorship/advertising*

21. JS still to have meeting with LLM before further sponsorship/advertising can be discussed. A small discussion was had on getting other sponsorship if possible with LLM. JS

### SUSPAC

22. The Dance Festival was discussed with FM informing the group of current progress. Once classes have been confirmed information will be given out to all Sports Presidents to promote event and added to Facebook page. RS & FM to sort online booking forms. FM RS

### SUS BRANDING ON UNI KIT

23. GR explained to the group on the possibility of this being completed in order to promote SUS. The costs of doing this might be too expensive and difficult to complete in all Universities. PB asked whether the benefit of doing this would outway the costs as SUS teams already are aware of the SUS brand. To be further investigated.



**SUS ROLE OF HONOUR**

24. GR explained to group about SUS having a list of Full and Half Blue's awarded to students and ALL decided this would be a great idea.

**AOB**

25. GR mentioned the SCS Flyer will be getting sent out soon

26. It was also mentioned that Sports Presidents should know that the SUS Mascot is for hire.

**Actions List**

Media Database to be started, discussions with Sportscotland	GR
Emails to Sports Presidents regarding sporting graduates	SUS
Pull Up for each University	FM
University Sponsors to be looked into	PB
Facebook Page to be regularly updated	RS
New marketing models to be reviewed	GR
Link In and Four Squared to be further investigated	JS
SUS Photo Competition to be run again	SUS
Quote costs of Banners, posters for Universities	GR
Brand Ambassadors to be recruited	SUS
Volunteers for Colleges to be sent out	SUS
Marketing Strategy to be updated	GR JS
Nike+ Challenge, discussions with Nike re sponsor of this event	GR
Dance Festival, finalise classes and online booking form	FM RS