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| <b>REPORT FROM THE MARKETING GROUP</b> |
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The SUS Marketing Group has been working on the following over the last 3 months:

1. A marketing audit has been carried out and a new draft version of our marketing strategy has been produced - it has now been passed over to the SUS office for completion and approval
2. Increasing SUS online presence. The group has been working on developing social networking to continue to enhance SUS online presence. We have set up Scottish Colleges and SUSPAC facebook pages and are using the main SUS facebook and Twitter pages to cross market them all and increase online awareness, which in turn will drive more traffic to the website. There are more people being given admin rights for pages so that more updating on a more regular basis can be carried out. We are also looking into whether LinkedIn and Foursquare are 2 other social networking sites that could be utilised by SUS to increase online presence
3. We have produced the SUS Annual Review for 2009/10 and sent to print
4. We have worked alongside Jenni at SCS to produce marketing flyers for College promotion
5. We are currently working with Presidents to try and ensure more of a SUS presence within individual institutions via banner advertising, flyers, TV adverts, links on websites, email signatures and via brand ambassadors
6. Met with sportscotland to discuss the creation of a media database to be used to increase coverage of SUS and university sport in general. It was felt that there was no point in doing this but SUS should look into:
  - working with sport alliance partners to come up with a media strategy and story that could be sold by sportscotland
  - hold an open day and invite journalists to meet the team and build relations across different sectors, sport, politics, education, etc...
  - profile/ tease a story from someone in SUS office that would be picked up by media
7. Sourcing sponsors for conference/ Christmas seminar
8. Other areas which have been discussed but still to be actioned (in some cases) are:
  - SUS Christmas seminar (30 November 2010)
    - Help promote event by creating marketing literature
    - Source potential sponsors advertisers
  - SUS Annual conference (30 May 2011)
    - Help promote event by creating marketing literature
    - Source potential sponsors advertisers
    - Promotional items
  - ActiveAge Festival
    - Help promote event by creating marketing literature
    - Source potential sponsors advertisers
  - Dance Festival - completed!
    - Help promote event by creating marketing literature
    - Source potential sponsors advertisers
  - SUS conference cup finals
    - Help promote event by creating marketing literature

**SUS Executive is asked to consider the following:**

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| <b>Item</b> |                 |
|             | None at Present |