

<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:

- Updated annual marketing plan
  - Currently updating social media strategy
- Met with sportscotland regarding a SUS media database from which SUS and universities can send out news stories to raise profile
  - We have a list of 3000+ contacts covering all sports
  - We are going to have an open day in SUS office and invite select journalists along to meet the team and form relationships
  - Work with sportscotland to create a story form a piece of news that they will send out on our behalf
- SUS iPhone app
  - Decided to speak to developer and see if we can put a retainer in place to keep app as it is for next 12 months
  - After 12 months we will know if SUS is changing identity and then can look at developing app further and building new SUS website with developers or kill it
  - In this scenario we may look at having our own fixtures and results service built in with no link to fixtures live information
- Online presence
  - Ticking all boxes and numbers are going up
- Now looking to get all sport union presidents to adopt twitter and start re-tweeting SUS stories to help raise profile further
- Offline presence
  - Re-looking at brand ambassadors to ensure that we maximise opportunity in time for conference, etc... Jan – Jan job post
- Conference – need to raise £5k
  - Started building database of potential sponsors/ tradeshow attendees that can be contacted in regard our rep sports suppliers
  - LLM sponsorship deal should be finalised soon
  - Awaiting instruction form PDC on what is needed
- Honorary President
  - GR to approach Mark Beaumont
  - If successful we will create a more detailed job spec for the post
- SCS
  - Designing TV slide to go on college TVs to raise profile
  - Working with Jenni to raise awareness online
- SUSPAC
  - Challenge to launch at next meeting with ambassadors at each institution to promote it
  - Hopefully individuals/ teams will complete challenge in time for conference
- Conference Cup Finals
  - Provide any marketing assistance/ brand ambassador attendance as required

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

<b>Item</b>
None at Present