



Précis and action points from the **Marketing Committee** meeting held on Monday 30th August 2010 in SUS HQ.

Present

Grant Reilly (Chair) (GR)
Julie Falls (JF)
Pete Burgen (PB)
Arnaud Bastianelli (AB)

In attendance

Jacqui Stone
Jenni Lloyd
Ross Simpson
Fiona Mathie

Apologies

Yousuff Kerr
Drew Leitch

WELCOME, AND SCENE SETTING

1. GR welcomed everyone to the meeting and thanked everyone for their hard work over the last few months. GR thanked SUS for hosting and providing a fantastic lunch.
2. It was ensured that all members had signed the volunteer forms.

MARKETING STRATEGY/ADVOCACY ACTION PLAN

3. JS updated the group on the marketing strategy created in 2008. Needs to be re-visited whether re-vamped or re-started
4. Exec agreed that Advocacy should relate to marketing committee, GR will allocate specific people for certain tasks.
5. JS showed the group fact sheets produced by SM with information regarding the sector and how it will be taken further by each university to input their own statistics to compare with the sector.
6. It was also discussed about identifying links develop relationships with media contacts. James Williamson on the Competitions Committee from Dundee Courier will help with contacts.
7. RS also added how Universities do not always publish information when students do well, PB suggested comps department should also advertise results.
8. JS updated the group on research conducted which has been linked it with SUCSES should be completed this year.
9. GR will tie in with SUSPAC to identify human interest angles with SUSPAC Chair JF who will feed into group.

Annual Marketing Plan

10. To Increase web presence
11. RS suggested that Sports Union should have their own facebook page
12. GR suggested facebook pages to be more student friendly and to increase users on facebook, twitter and newsletter.

SUS iPhone App Udate

13. GR updated the members on the iPhone app. There should be progress with the app in the upcoming weeks.

ONLINE MARKETING

Facebook, twitter, e-newsletter & website

14. GR updated the members on the current users on facebook, twitter, website and e-newsletters.
15. Discussed the possibility of investigating using Four Square and Link In.
16. Plan to run photo competition again this year as was successful last year and produced some great photos.
17. JS having meeting with sponsors LLM about advertising
18. Email signatures were also discussed and to be sent to new members
19. Small discussion was had on SUS button to put on website and an Itunes button.

ACTION

GR

GR JF

JS
GR

OFFLINE MARKETING

Progress report on SUS presence in institutions

- 20. A lengthy discussion was had on the use of pop-ups, more internal branding in Sectors and the branding at SUS Cup Competitions.
- 21. RS suggested more news from each SUS event to be put on website.
- 22. A discussion was had on the branding possibly changing in the next year, therefore was decided by all

Brand ambassadors

- 23. A small discussion was held on current brand ambassadors and how to get new ones
- 24. SUS to send job descriptions to each University for new volunteers

SUS

EVENTS

- 25. A small discussion was held on possible locations for the conference
- 26. JS to visit St Andrews to check out location
- 27. JS plans to update the advertising document with GR
- 28. Christmas seminar was to be discussed at PDC
- 29. JF updated the members on current progress of Dance Festival, the event will be promoted through marketing and online booking forms to be completed.

JS

JS GR

Sponsorship/advertising

- 30. JS to have meeting with LLM before further sponsorship/advertising can be discussed.

JS

SCS

- 31. A lengthy discussion was held on the promotion of the SCS brand, a facebook page was suggested with a volunteer running the page.
- 32. JL explained to committee about the possibility of order hoodies and kit for College Home Nations. GR to help JL with 1 page of what SCS represents.

ANY OTHER BUSINESS

- 33. JL looking for volunteers to help out at colleges, specification letter to be drafted up.

ALL

Actions List

Contact Lists for Institutions to be completed	ALL
Emails to Sports Presidents regarding sporting graduates	SUS
SUS to attend Fresher Fairs	SUS
Pull Up for each University	SUS
Facebook Pages to be updated at Freshers Fair	SUS
Facebook Page to be regularly updated	RS
Annual Review to be assessed mid-September	JS
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
Advertising Document to be updated	JS GR
Volunteers for Colleges	ALL
Marketing Strategy to be updated	GR JS