

Précis and action points from the Marketing meeting held on Friday September 23rd 2011 at Glasgow University.

Present

Grant Reilly (Chair) (GR),
Jenni Lloyd (JL)
Sarah McMichael (SM)
Catrin Dickson (CD)
Iain Stewart (IS)

Apologies

Fiona Mathie
Alastair Adamson
Adam Downie

WELCOME

1. Welcome to all from GR
2. Intro to marketing and discussion on how the committee works.
3. Those who had prepared volunteer agreements handed them in to JL; agreements received from; Grant, Sarah & Iain

SSS Branding Update

1. SM working on new logos and they should all be completed in 3 weeks, with the new logos being ready at the end of next week.
2. New kit sorted out quickly to get some promo photos taken would be useful. SM happy to take photos and JL to contact Kukri.
3. All docs and strategy need to be updated.

Social Media Update

1. Likely £8000 is needed and SSS has budget £5000 to put towards this.
2. Website needs to be streamlined, there is currently too much info and we only need key sections.
3. Similar navigation will likely be used and GR is making up a tender to send around to companies to bid for the site.
4. Twitter feed to the new webpage? GR to explore
5. Can we link better to the sportscotland website?
6. Can be imbed BUCS fixtures as a widget? Is there a cost with this?
7. Stew has made changes to GR's webplan and JL will email around to the group when read
8. we have secured the domain 'scottishstudentsport.com'
9. Individual institutions can upload videos onto our YouTube page. YouTube is ready to go we just need videos – we need institutions to sign up to the channel; JL to email presidents.
10. Oct/Nov renewal time with igiveadamn for the SSS app.
11. old twitter and Facebook closing on October 5th
12. Keeping pushing all members to sign up to twitter and Facebook pages.
13. New signature around to all institutions to ask them to add the signature to their email promoting Facebook and twitter. GR to make JL to distribute.
14. GR & SM to look into Flickr re: photo upload
15. Can we create a coming soon page for the new website that will redirect to our page in 5 seconds? JL to ask Stew.
16. Need to trim down all web section to what we would want them to be like – October 21st deadline. Send to GR.

Offline Marketing

1. Date for Glasgow Brand Ambassadors to visit city of Glasgow Colleges with Casie to try to drum up interest in SSS.
2. Explore costs of key rings to print our info on to give out at events as opposed to flyers.
3. Oct 4th promo fair in Glasgow
4. Encourage institutions to use Casie at their events. Email around to presidents to remind them.
5. Annual review – Office to pull together content for this. GR to find someone to print it. Needs to be printed the week of Nov 1st. What size and page numbers do we want?
6. New SSS intern Neil Fraser will be coordinating the re-branding as part of his project while

ACTION

JL

CS

GR

GR

JL

JL

All

GR & JL

GR & SM

JL

SSS office staff

IS

CD

SSS office staff

& GR

at SSS with a December deadline.

Sponsorship

1. Need to explore more companies that target students; banks, mobile phone companies
2. JL to speak to Jim re: conference at Edinburgh
3. Discussion around ideas for breakout groups and speaker for conference/seminar; Sir John James – IS; rower, SM; Goal setting and employability CD; personality typing good for breakouts; NGB sessions; dynamo magician GR
4. NGB tradeshow @ 1 day of the conference & sportscotland - £30 each
5. 2014 doing sessions on how to recruit volunteers – can they have a meeting at our conference? 2014 to be the first social media driven event. – recruit via twitter and Facebook.
6. Come and try circuits with NGBs – possibly a replacement for a keynote on the 1st day?

JL

Other

1. JL to send sponsorship docs from Colleges to IS
2. GR to send contact for subway and Irn Bru to JL
3. GR to find old video info and send to Alastair
4. JL to chat with FM re; brand ambassadors – where are we with this? Is there anymore we need to do?

JL
GR
GR

Employability skills;

Doug.col@bucks.ac.uk

Bob.reeves@bristol.ac.uk

Actions List

JL to contact Kukri	JL
CS to update all documents and strategy	CS
GR to complete a tender to send around to companies to bid for the site	GR
GR to explore Twitter feed on website	GR
JL will email around webplan to the group	JL
JL to email presidents with regards to YouTube uploads	JL
Push all members to sign up to twitter and Facebook pages	ALL
GR to make JL to distribute new signature	GR & JL
GR & SM to look into Flickr re: photo upload	GR & SM
JL to create coming soon page	JL
Trim down all web section	SSS
CD to email around to presidents to remind them to use Casie at their events.	CD
Office to pull together content for Annual review	SSS
JL to speak to Jim regarding conference at Edinburgh	JL
JL to send sponsorship docs from Colleges to IS	JL
GR to send contact for subway and Irn Bru to JL	GR
GR to find old video info and send to Alastair	GR