



SUS Marketing Group

Friday 02 October 2009

Ste Andrews University Meeting Room

12.30 – 15:00 hrs

(Lunch from 12.30 – 13:00)

AGENDA

1. **Welcome and apologies** (5 min)
 - Introductions

2. Online marketing (30 min)
 - SUS website KPIs Ideas
 - SUS Newsletter KPIs Ideas
 - Facebook KPIs Ideas
 - Twitter KPIs Ideas

3. Offline marketing (30 min)
 - How can we get more of a SUS presence at individual institutions?
 - Brand ambassadors

4. Sponsorship & Advertising Strategy (20 min)

5. Seminar/ Conference Advertising & Sponsorship (20 min)
 - Proposed packages/ prices
 - BUCS sponsors database + others

6. Annual Review (5 min)
 - Glossy document needs producing

7. **Any Other Business** (10 min)
 - DONM and Locations