



MARKETING AND MEMBERSHIP SUB GROUP MEETING

**Thursday 8 April 2010
Driffield Golf Club, Driffield**

		Action
1. Apologies:	Win Hough	
Present:	Pat Perkins, Jean Turner, Susan Oliver, Joanne Greenfield, Ortrud Nield, Julia Bugg.	
2. Minutes of previous meeting	The minutes from the meeting held on 10/03/2010 were accepted as a true record.	
3. Matters Arising:	None – all addressed.	
4. ERYLINK Forum March 22 2010 - Review:	<p>JB has analysed the feedback forms and presented the findings in the form of a report, which was presented to the group in its draft form, for discussion at the next meeting.</p> <p>Discussion around reviewing the event lead to agreement that the lead time was not sufficient notice for members – it was agreed that this was acknowledged but that a decision had been made to get the first Forum underway as a matter of urgency. Feedback was generally very positive with delegates knowing what they were coming to and would attend other events as a result of attending this one. That the atmosphere and rapport had been good and that the professionals had been as positive about the experience as the delegates. Two roving microphones may be an advantage in the future, especially if we are expecting larger numbers.</p>	<p>All</p> <p>Read and give feedback.</p>
5. ERYLINK Forum June 2010 - Planning:	<p>Discussion commenced with the need to increase ERYLINK's profile. We need to raise awareness of our role within the region and societies by increasing PR. Media List to be created.</p> <p>Dates of Forums:</p> <p>June – Bridlington, week commencing 21/6/10, date to be confirmed once 22, 23 and 24 have been checked for event clashes.</p>	<p>JB</p> <p>Media list.</p> <p>JB</p> <p>Check events taking place so don't clash.</p>

September – Goole, week commencing 27/9/10. ALL

December – Beverley Leisure Centre, Friday 10th. Call JB with suggested locations.

June format to change. Suggested 1.30 to 6.30 pm, to be themed and perhaps include surgeries. Location to be library, Town Hall or similar. JB
Suggestions for location to JB by 16/4/2010 as Book venue.
booking needs to be made.

6. AOB:

Newsletters SO/JG

New format newsletter in the process of being created. Need to make more specific to members, have a page focus for each areas. New name to be used, be more 'edgy' with more impact. JG presented Humbrella newsletter as an example. Next issue to have Profile of a Member, with Pat Perkins. Discuss new format and action.

Website JG/JB

To get re-branding and be updated. Discuss and action.

Awareness Raising SO

Go to organisations who are members of LINK, such as PAGER and ask them to publicise us. Create publicity piece to put into other organisations newsletters.

'Advertise' in the newsletters of other organisations such as Humber Foundation Trust, NHS Trusts etc. List of non-members to JB so she can contact them.

Attend events – Community Plus Road Show, Goole 16th April, Goole Leisure Centre 15th April, Over 50s event Friday 23rd April and events being held by HWRCC and other Community organisations. Arrange a professional photographer to take pictures we can use as marketing material. JG
Professional photographer.

Contact non-members and get them to join.

Welcome Pack JB

Proposed booklet format presented by SO, agreed to use but to brand for ERYLINK and use our photographs. Create text to send to JG for booklet creation.

SO submitted welcome letter to the group, feedback at next meeting please. ALL
Read and feedback.

How to Engage Other Groups

SO

Adrianna Pexton to be invited to the next meeting to give us some tips.

Invite to next meeting.

Bus Tour

ALL

Bus is booked for 21st July for the Driffield Show. Seven other days are available to us. Group to feedback on experience gained last year as to good venues.

Bus venues – when, where etc.

Details of Next Meeting:

Wednesday 21st April, Hessle Town Hall, 12 to 2 pm.

JB

Arrange venue.

Meeting Closed: 3.45 pm