



Mercian Marketing and Communications Group Planning Meeting

Weds 21 Nov 2019; Joseph Priestley Building, BCU

Attendees: Stewart Sandilands (Chair); Jakki Carton (Co-chair)

Agenda

- Recap of 1st meeting – identify key themes
- Plan for next meeting (dates, location, agenda, topics)
- Set up space for document storage
- Identify other actions required

Notes from meeting

Minutes and meeting notes:

- At next meeting need for a brief discussion on what is recorded at the meetings.
- We would look to circulate a separate 'members update' via the group email list and also circulate the meeting minutes for approval **before** publishing on the website.
- Stewart to draft a brief outline of the group, including activity to date for submission to the Mercian End of Year Report.
- Need to ask members to think about the benefits of the SIG membership and encourage them to supply us with a snappy quote that could be used with the wider work that Gaz is involved with (e.g. publication of End of Year Report).
- We would also like members, wherever possible, to emphasise any involvement and benefits to managers and colleagues during appraisals/reviews.
- Encourage members to complete/return their Member Profiles
- Possible dates for the next meeting (still Fridays) 13th & 20th December, 17th & 24th January
- We'd be looking to turn the next meeting into a longer event e.g. 10am-4pm
- **Actions:** Jakki to set up Google docs and test with organisers before inviting wider group. Stewart to provide member email details to invite once ready.
- **Action:** In addition to Member Profiles, and to relieve email traffic – Jakki to explore use of survey

Comms to group:

- **Action:** Jakki to send an email to members next week to vote on dates and a shortlist of topics to cover. We would look to cover 1 or 2 topics during the day.
- **Action:** A subsequent email to expand on the topics/activities in preparation for the next event once a date has been decided.