

## **Notes Communications Meeting**

**Date 7<sup>th</sup> March 2017**

**Venue 2 Cross Lane**

**Time 1600**

Present: Ian Neale, Julia Hinde, Phil Balding, Graham Bett

We welcomed Phil as a new member of the Team with his talents on facebook and press and publicity he will be a valuable member

### **Responsibilities:**

Graham Bett - Twitter

John Dehnel – Website

Julia & Phil - Press & Publicity (including fliers etc., if required )

It was discussed and agreed to have an Event Proforma for Committee's to outline their requirements for events see attached – this is a work in progress document so subject to development as necessary Draft below with minutes

### **Charter – 20<sup>th</sup> March 2017 – Venue PERA**

We will follow up with article in MT with photographs  
Comms Team

### **Music Competition**

Information required from the Youth Team we did not have an opportunity to promote before hand and Alan from the Satelite Club did tweet on the day with the programme this is a great event and an opportunity to engage with the community. We all agreed that this could be promoted earlier in the year to engage with Youth. Julia will follow up on winners information from the day and also when the next Round is to ensure it is in the press and photos to update website.

### **Event - Quiz Night**

May 11<sup>th</sup> 7-7.30pm @ the British Legion Quiz Master Richard Angrave for Just a Drop with Raffle  
Ian to do flier landscape (for Tweeting ) portrait and Posters

### **Action Points**

Comms team request a lead of events on the calendar as a point for contact for information  
For Team to follow-up support and promote events.

Posters: Julia will distribute posters to Club members for putting up in Melton and surrounding areas currently Legion, Conservative Club, Samworth Centre, Museum, District Secretary (for website for other Clubs, Library

Website – Julia to contact John D to check if folk can book online to make payments

NOTE Publicity for District can be distributed at District Council Reps for info David Morris, Bill Hill, Janet Shortland Adrienne Holland, Ian Neale

### **Tiptree Jam**

We did consider this as an opportunity to promote Rotary by having a staff in the Market Place but Alison Blythe says we only have 60 jars so not enough but with Stroke Awareness Ducks coming up this could be an opportunity is Community or International/Foundation wish to take up.

## **Ducks - APRIL 2017**

We await any info from Helen is we are required to promote this event

## **Stroke Awareness – 22<sup>nd</sup> April**

Julia to contact Keith Yates to offer to promote electronically etc.,

## **Calendar**

16<sup>th</sup> June - Trip to Durham photos for website plus info from the weekend those attending

3<sup>rd</sup> July - Presidents Handover photos and press coverage plus tweet webpage and facebook

3<sup>rd</sup> September Classic & Vintage Cars update to follow

16<sup>th</sup> September Charity Ball info of the event nearer the time to tweet and facebook plus follow up with press and photos

10<sup>th</sup> December - Santa Fun Run twitter plus facebook website posters fliers with distribution radio and press

16<sup>th</sup> December - Concert Alison Blythe TBC

## **AOB**

### **Melton Rotary Club – Business Card**

It was discussed and we would like a generic card we could use with the webmaster address as contact available for all members with a space to write your own name as necessary

Action Ian Club & Council

## **Newsletter**

This again was discussed and we still feel would be useful to keep in touch with members who are unable to attend meetings but make them feel part of the Club

Action Ian – Council to request we still explore this option

## **Date & Time of Next Meeting**

6<sup>th</sup> April 2017 , 1600 @ Julia' s Place

Committee Chairs or lead organisers welcome to attend to discuss promotion of events

**COMMUNICATION TEAM EVENT PROFORMA DRAFT**  
**COMMITTEE CHAIRS OR COMMITTEE CONTACT TO COMPLETE**  
**COMMS TEAM MEMBER CO-ORDINATING**

<b>EVENT</b>	<b>DATE</b>	<b>TIME</b>
<b>COST</b>	<b>COMMITTEE CONTACT</b>	
<b>CHARITY OR BENEFITTING ORGANISATION</b>	<b>THEIR WEBSITE</b>  <b>PHONE</b>  <b>EMAIL ADDRESS</b>	<b>CONTACT DETAILS OF BENEFICIARY TO SUPPORT PUBLICITY</b>
<b>OUTLINE OF EVENT</b>		
<b>PUBLICITY REQUIRED</b> <b>DELETE AS APPROPRIATE</b>  <b>Posters</b> <b>Fliers</b> <b>Webpage</b> <b>Own webpage</b> <b>Twitter</b> <b>Facebook</b> <b>Radio</b> <b>Press</b>	<b>DESIGN</b>	<b>HOW MANY</b>
<b>DURING EVENT</b>	<b>TWITTER /FACEBOOK</b>  <b>PICTURES</b>	
<b>AFTER EVENT</b>  <b>PICTURES</b>  <b>250 WORDS FOR PRESS &amp; WEBSITE</b> <b>ALSO CAN BE FACEBOOKED &amp; TWITTERED</b>	<b>TO INCLUDE</b> <b>WHO INVOLVED</b> <b>WHEN</b> <b>WHERE</b> <b>RESULTS OR OUTCOMES</b>	