

Meeting name & number	Marketing Meeting 05	File reference
-----------------------	----------------------	----------------

Location	K&E	Time & date
		21:30 04 December 2008

Purpose of meeting	To agree process and actions
--------------------	------------------------------

Present	Howard Hope, Dave Tresidder, Brian Deluce, Shirley Deluce, Kirstie Dutton, Sandra Donovan, Gren Hamlyn
---------	--

Apologies	none
-----------	------

Circulation	Those present Branch members
-------------	---------------------------------

- | | |
|--|--|
| <p>1. Mechanics
Marketing initiatives are successfully creating try dives and trainees there is now a pool space issue. Approach required to branch committee to resolve this – suggestion is to restrict swimmer access to the pool as required giving advanced notice. DT to raise with branch committee.</p> <p>2. Activities:</p> <ul style="list-style-type: none"> • Howard confirmed work on Committee board ongoing – HH to liaise with Vanessa Holt who is doing the same for the web site. • The events attended have been very successful – especially where we have gathered data and followed up afterwards by making contact. Emails have a limited success so there is need to contact by phone and chase through to either Try Dive or a change of mind. As these people have shown initial interest then they should be considered likely potential members and be chased up accordingly. DT distributed contact info and will chase up all to confirm progress. • BD to investigate dates for next year for the events that we | <p>Action</p> <p>DT</p> <p>HH</p> <p>ALL to phone contact. DT to chase ALL</p> |
|--|--|

Prepared by

Date of circulation 9 December 2008

Date of next meeting February 2008

Job title	Job number	Date of Meeting
4 December 2008		
Action		
missed and register interest etc to secure places. Queens Prom (RNLI) / New Malden Fortnight, Chestnut Sunday, Festival of Sport, Richmond Park Fair	BD	
• More try dive vouchers needed.	BD / DT	to print
• New posters are now installed at New Malden Pool		
• KM got a positive response from New Malden Pool manager. The following actions to be chased through.		
o Request that our leaflets are included in the new leaflet tower to go into the reception area..	KM	
o Confirm poster size allowed on community notice board and provide.	KM	
o Propose half price try dives for Kinetic members in return for info included in the new member welcome packs. DT to propose to branch committee.	KM DT	
o Request details and organise dates for manned stand in the foyer of each of the 4 centres.	KM	
• Radio Jackie to be asked to cover a try dive.	HH	
• DT to chase up with K&E Snorkel club	DT	
• SD to investigate Scuba4You. DT to raise try dive cost and inconsistency in this respect with branch committee.	SD/DT	
• HH to discuss option for branch promotion / info collection during the RNLI collection activities with the RNLI and the Bentals Centre (24 th to 30 th Jan). If this is not possible, we should request another Kingston High Street pitch in January as this was very successful.	HH	
• DT to follow up with managers of South West train stations to request permission to leaflet drop.	DT	
• Web site has been optimised in terms of search engine criteria.		
• HH proposed yell.com advertising. GH proposed Google words would be a better use and more productive. Suggested start with £50. Branch committee to approve.	GH	
• Member get member initiative. All to comment on draft letter to members. DT to finalise and issue. Produce member marketing packs and distribute – ask face to face each member how they can assist.	ALL DT SD / GH	
• Take boat and leaflet drop / sell try dives at local stores:		
o Tescos – no response yet		
o M&S Tolworth - DT to contact	DT	

Job title	Job number	Date of Meeting 4 December 2008
-----------	------------	------------------------------------

- | | | |
|-----------|---|-----------|
| | | Action |
| | <ul style="list-style-type: none"> ○ ASDA in Kingston – DT to investigate. | |
| | <ul style="list-style-type: none"> • DT to contact DIVE about an article on the club. | DT |
| 3. | AOB | |
| | <ul style="list-style-type: none"> • DT to propose role of welcome officer to branch committee. | DT |
| | <ul style="list-style-type: none"> • Sarah Hamlyn proposed inter branch events (evening presentations) to raise money and promote the branch. Meeting was supportive and suggested SH organise liaising with the branch social secretary as appropriate. | SH |
| | <ul style="list-style-type: none"> • Importance of existing member communication was discussed with more face to face interaction on a Thursday promoting more branch integration and member ownership. Feed back to be passed on to branch committee members. | DT |
| | <ul style="list-style-type: none"> • SD offered to help call non-renewing members to analyse reasons for leaving and encourage to re-join. Offer to be made to membership secretary. | SD |