



**YORKSHIRE**

**NETBALL**

**MARKETING AND COMMUNICATIONS WORKING GROUP**

Date: 11/04/24

Attendees: Hayley Tepliakov, Cathy Hewitt, Linda Ginesi, Beccy Lewis

Apologies: Stacy Hopkinson, Alex Hvass

Content:

All – agreed social content is looking great and the accounts are gaining momentum

LG - RMB download – refer to RMB meeting minutes 28<sup>th</sup> March

LG – website

- Content nearly there but still chasing bits
- Next RMB meeting will be a show and tell
- Had to source the last 7 years worth of documents
- News page – socials being shared to add in
- Walk through of progress to date
- Masses of progress from the blank canvas
- Really resource intensive

All congratulated LG on the incredible progress

BL – Netballher

- In a Whatsapp chat with the other ambassadors from across the country
- Awaiting guidance from EDI lead on content ready to distribute

CH – YN50

- Received lots of YN40 assets (thanks to Pam Hoyle)
- Postcards made up for thank you messages to be collected at events
- Interviews – going to start reaching out to people to organise when and where
- Events – YN50 netball festival – potential use of EIS contract. Expression of interest form being created.
- Events – some form of thank you celebration being ideated and worked through.

- Videographer for launch material is coming up very expensive – will look to see if a student is interested in work experience to support

#### HT – Lead

- Branding launch all on track for 28<sup>th</sup> April – consulted with county chairs, no objections
- Process to get the fanzone activity ready has been intensive and will be up until the day
- Socials brief being created for Alex on the run up to launch
- Meeting with EN MarComms with other regions was positive, request was to get some PR activity in the plan
- Thanked everyone for their continued support in getting us moving forward

