

MARKETING MEETING 2nd November 2022

Elaine Budd Guy Caplin Madeline Hussey Sylvie Kempster Rod Marshall

Apologies: Janice Vaughan

New Member Coffee Mornings

One to be arranged at the end of January in the Basing area; and in April in the Kempshott area. **MH** Marketing lessons learnt from the first meeting include:

- Members wanted more information on the opportunities available to them
- They wanted more feedback on any requests they had made. For possible inclusion in any newsletter. **RM**
- The contents of the introductory/welcome pack was very important **MH**

Art Exhibition

Date to be agreed with Festival Place mid December. **MH** to double check that there was no need to produce risk assessments/insurance policies etc. **GC** to promote the exhibition on social media and **RM** in the Nov newsletter. For marketing at the Exhibition, alongside the banner it was agreed to provide the Green and Yellow Group Chart from the Meet & Greet Day, together with 100 more general printed flyers. **RM** to send **GC** a copy of the current flyer for review. To include a QR code for access to the website.

Further flyers will be needed over the year for surgeries, libraries, community cafes, retirement flats etc **c/f**

MH to check on missing piece on banner.

Chatter & Natter Days

RM to sound out members about the attractiveness of these cross group meetings.

Depending on response, it may be possible to use these to test the ability of St Thomas' Chapel to accommodate meetings. Parking there is adequate, the venue is central and free, and refreshments also provided without cost. But numbers and the need to sign in may be issues. Another possibility is to find a group to try it out.

Review of Marketing Requirements 2022-3

It was agreed to keep marketing at 2021-22 levels, with an emphasis on our social media work. **EB** and **MH** have applied to BVA for Facebook training, alongside Paul Dodge. We recognised the need to engage with group leaders better to help generate fast and timely updates on Facebook. People are still unaware of who we are and what we offer. This could be supported by separate flyers for some of the different types of groups we have, which would underpin our drive to involve them more in our marketing. **c/f**

MH intends to plan out the groups for articles over the year and will keep **GC** updated for the photography. National u3a research had found that men preferred learning activities. Although our u3a has a larger percentage men than average, we agreed that groups like

Science & Technology would be good ones to highlight. **MH** to prioritise. Paul Dodge had already provided Transport copy for the December magazine article.

GC offered to contact Tadley u3a to discuss recruitment and marketing, and their most popular groups, following an offer of help at the Church Cottage Older Person event we attended. **MH** to forward contact details. Together with Age Concern, we agreed that the Over 55s Forum and WEA could be other organisations with whom networking could be useful. The latter is strong in Tadley but weak in Basingstoke. Our entry in the Over 55s Handbook also needs review. **MH**

We discussed the ineffectiveness of the u3a name in seizing the attention of our target market, and the need for a tagline. Any suggestions welcome before flyers are printed. **ALL**

Maria Miller Feedback

Basingstoke has a high percentage of older people as a result of the London overspill building around the 1950s. EB was waiting for a list of useful contacts, including local employers and NHS practices.