

## **Gateshead LINK**

### **Promotional Task Group Meeting Thursday 8<sup>th</sup> January 2009 1.00pm – 3.00pm**

#### **GVOC**

#### **Minutes**

### **1. Welcome and apologies**

#### **Present:**

Ian Mason	Resident
Kay Parker	Resident
Bill Llewellyn	Resident
Christine Squires	Resident
Kim Newton (minute taker)	Administrator (LINK)
David Wallace	Voluntary Worker
Annie Murphy	GVOC Host

#### **Apologies:**

Gretel Keadell	Resident
Julie Mains	Project Coordinator (LINK)

Ian Mason was nominated and accepted as Chair.

### **2. Minutes of last meeting and matters arising**

The minutes of the last meeting were agreed as a true record.

#### **Matters arising:**

- Business Cards

The business cards were made available to members and it was agreed the GVOC logo and charity number needed to be added to the next batch.

It was agreed to print the next batch as required.

## 2. Presentations

*Presentation Course (GVOC, 11th December 2008)*

It was noted the above course had been aimed at building confidence and techniques of speaking up in a group situation. It was agreed to look at a more formalised Presentation Training in the future which could include PowerPoint Training.

It was agreed, "Developing a script for LINK members" will be an agenda item at the next meeting. **Action: Project staff**

**At this point Marketing materiel was discussed as Annie Murphy had to leave the meeting early due other commitments.**

A magazine of promotional material was circulated and a lengthy discussion took place. It was agreed to order the following:

- 100 Conference bags
- Gripper ball pens
- Sticky notepads

These will be used for standard events. Other publicity material will be ordered at a later date and will be targeted to specific groups/events.

**Action: Project Staff**

## 4. Photosymbol

Examples of leaflets designed using the above software package were circulated to the group. It was noted this was the most up to date package to create easy read documents using both pictures and simplified text. It was noted Gateshead Community Network and GVOC were keen to share the license fee.

It was agreed to purchase the software package and share the cost with GCN and GVOC.

## 5. Members update

There was none

## 6. Any other business

David Brady informed the group that he has a background in marketing and is keen to help the group develop a marketing strategy. It was noted David would be able to email communications from Gateshead LINK to GPs and Health Centres.

### *The LINK October Event Report*

The above report was circulated for information. David requested the report be forward to him by email. **Action: Project Staff**

## 7. Date and time of next meeting

Wednesday 21<sup>st</sup> January 2009  
1.00pm – 3.00pm  
Durham Road Baptist Church