

February 2018 Committee Report

Club Captain

As of the 3rd of February, I was informed that entries into the CompassSport Cup Heat, 11th March 2018, will be via Fabian4 and the cost will be £11.50/ £4.50 up from what was previously advertised on the Norfolk OC website. As of the 4th Feb, Fabian4 entries are not online. This will take a little untangling.

The now annual Laser tag event for the LEI Junior Squad will have happened on the 5th Feb. Thanks to Birthe for doing the hard work this year, as all the team events are happening at once this year.

Also this month, the junior squad will compete in the regional heat of the Yvette Baker Trophy at Cademan Woods on the 25th February. As of yet, I don't have a full team.

I am hoping I can persuade a few club members to make some teams for this year JK Relays over in the West Midlands.

Club Shop

New tops ordered from Bryzos (new name for Siven) at cost of ????. Due to the exchange rate, the treasurer has suggested the new pricing of ???

Club Championship T-shirt have been ordered at cost of ???

Social Media

LEI Facebook Page

438 Page Likes (up 12 Likes)

- Monthly Average Organic Post Reach - 67 people

LEI Facebook Group

69 Club Members

- *Page & Group Admin Roger Phillips, Chris Phillips (Chairman)*
- *Page Editor Bob Haskins, Steve Chafer (Vice Chairman)*
- *Page & Group Moderator Wendy West*

LEI Twitter - 127 followers (up 1 follower)

- *Tweeter-in-chief Roger Phillips*

Ashby Map Runners Facebook Page

24 - Page Likes (up 2 Likes) - no other statistics available

- *Page Admin - Peter Hornsby*

Note - AMR Facebook Page has recently started being used again and for Safeguarding reasons Wendy West should be listed as a page moderator for the Ashby Map Runners Facebook page. This was going to be actioned at the last meeting, I am unsure if this happened.

Research from the Publicity group on Facebook, shows that we are not using our social media to our fullest potential. TVOC have a specific targeted Mailchimp for newcomers to events, based from their facebook page information.

“Mike Shires ... , my experience at TVOC is that Mailchimp emails work very well for newcomers (those that have come to one, or a handful, of events), but is poor for club members. As an essential step of marketing is customer retention, and not letting those that have been to an event drift off and never come again, I regard it as an integral bit of my marketing mix for events, to retain newcomers' interest, and get repeat business by getting them back to future events. So the way I write our emails is targeted firmly at those that have been to events before, but are not regulars. “

An example of TVOC's mailchimp

<https://us7.campaign-archive.com/?u=fa78c38823556cdc7b91f563f&id=c8a0fa1d06>