

# GRASSROOT PROJECT 2018



## MARKETING BOARD MEETING MINUTES

Subject: Marketing Group Roles

Date: 08/11/2017

Attendees Present: Stefano Raus (SR), Jenni Ahonen (JA), Francesko Baruti (FB), Mette Lammi (ML), Kiia Kontturi (KK), Armi Hakkinen (AH), Ana Zurita (AZ)

Attendees Absent: --

Meeting was called to order at 9:00 am in Areena. Quorum was established.

### **SPONSORS:** Armi

- Armi writes an email and sends to everyone
- SPONSOR ALL CLASS WILL THINK! And get the email from Armi
- class and mentors
- ordering material, work with Equipment group

### **PROMOTIONAL MATERIAL:** Mette, shares file to Ana

Flyer: schools, sol-arena, suurhalli, everywhere stores in lahti and near  
deadline: next week make after getting info!!

monday morning meeting

-dates, LOGO, @ social media

-Ask budget group, how we get money for posters and stickers...

**INSTITUTIONS** (news, radio=media): Francesko, with help from Kiia  
(ask organization group about dates after their meeting)

**SCHOOL CONTACTS:** Ana, ask last year's students how did they do with the schools = ask emmi  
social media - kiia, facebook event!! (promote post for 5e..) and instagram, snap, after having dates,  
video?

What do they need for final tournament - ask tournament and Api, PLAN HOW TO SELL AND WHAT  
TO SELL - TELL EQUIPMENT, FOOD-FREE FROM MARKET TO SELL? COFFEE  
hats 4e - sell for 15e

Next meeting: do marketing plan BEFORE 17.11 1-2 pages, most important key points, copy them,  
promote and make money. Inspiration from last years (google drive) and edit.

Meeting adjourned at 9:50 am.

---

Mette Lammi  
*Secretary*