Adam Rae:Athletic Union President 2011/2012

- **Key Events**
  - AU Ball
    - Working with Becca Willison
      - Provisional Date - Monday 14th May 2012
      - Promotion
        - Give incentives to club which sells most % of club
        - Well designed advertising
      - Location
        - Well respected venue
        - Bigger capacity?
        - Cheaper drinks prices
        - Visiting Venues on 7/9/11
      - Organisation
        - Send invites to invited guests early
        - Date released early to club chairs / social secs
        - Communicate with Crew and Venue
        - Book in date with main acts early
        - Try and find a guest speaker early
        - AU Montage Video of the year
          - Communicate with LS Media
        - Budgeting
          - Look for sponsorship early
          - Limit fixed costs early on while assessing ticket sales
      - Awards
        - Encourage clubs to nominate as many as possible
        - Potential for a students voted award
      - Goals
        - Tickets to sell out
        - Well respected guest speaker
        - Ball to come in on budget
  - Superstars
    - Working with Ed Wilkinson
      - Provisional Dates
        - Qualifying Assault Course - Sunday 19th Feb
        - Hey Ewe Final - Wednesday 14th March
      - Promotion
        - Publicise date early on
        - Promote through sport sec's / club chairs
        - Flyering?
      - Organisation
        - Qualifying Assault Course
          - Halls given preferred times to arrive
          - Book in Army
          - Sort out nice weather
        - 2nd Round
          - Earlier in the term
          - Mix up events for variety
          - More qualifiers taking part
        - The Final
          - Celebrity guest?
          - More watcher friendly
            - Big screens
        - More publicity and coverage
      - Goals
        - More than 300 competitors for qualifying round
        - A 5 minute highlights video of the whole competition
        - 75% of qualified athletes taking part in 2nd Round
  - Au Colours Night
    - Working with James Coulson
      - Wednesday 23rd of May in Room 1
      - Organisation
        - Guest speaker?
        - Sort out entertainment for during the event
        - Encourage clubs to nominate students
        - Invite coaches?
      - Goals
        - Get a good guest speaker
        - Get more people attending than last year
        - Make the event look good on a small budget
  - AU Club Photographs
    - Booked for 5th & 6th of March
  - AU Bazaar
    - 8th & 9th of October
    - Work with Marketing & SDC
    - Work with the Clubs
      - Expectations
      - Constant communication
  - Fight Night
    - Work with Kickboxing club to continue the event's success
  - Healthy Living Week
    - Working with Sam Horn
      - Date: Monday 6th - Sunday 12th of February 2012
      - Organisation
        - Sort out incentives for those who get involved
        - Have a 'launch' event on the first day
        - Communicate early with the clubs
        - Look for sponsorship early
      - Promotion
        - Include Healthy Living in WOW
        - Get clubs and AU Exec to help promote
        - Good, bright, exciting branding
        - Publicise timings and venues widely through different means
      - Goals
        - More sessions than last year - 2011 = 41 free sessions
        - More people taking part than last year - 1164 people
        - Get a sponsor!
- **Ongoing stuff**
  - WOW
    - Working with Kelly Somers
      - Ensure deadlines are met
      - Encourage clubs to write content
      - Add in some new ideas
      - Naked Calendar
      - Ensure good relationship with designers WOW and printers AutoMedia
  - Hey Ewe
    - R: James Coulson
  - TBM
  - Kit Deal / Unified Brand
    - Meetings with SDC and consultants
    - Ensure the best for Loughborough Athletic Union
    - Represent the students
  - Improving Publicity and Coverage of AU
    - Working with Lewis Timms
      - Twitter
      - Website
      - Videos
      - Photos
- **Meetings**
  - AU General Meetings
    - #1 - 24th October 2011
    - #2 - 20th February 2012
    - #3 - 12th March 2012
    - #4 - 21st May 2012
  - AU Finance Meetings
    - 21st October 2011
    - 17th February 2012
    - 15th June 2012
  - Club Development Meetings
    - 12th,13th + 14th December 2011
  - AU Exec Meetings
    - bi weekly
    - Dates TBC
- **General AU Responsibilities**
  - Communication
    - To students / AU members
      - Club Chairs
        - Good rapport
        - Open door policy
        - Get to know them
      - Club Committees
      - AU members
        - Make the emails interesting
        - Go out on a game days and meet players / supporter
      - Regular Students
        - Exec Polls
        - Getting out the office
        - Different
    - To External people
  - AU Office Staff
    - Bi-weekly meetings
    - Constant communication on what's going on
  - AU Exec
  - Clubs
    - Try to attend club sessions / socials
    - Improve club committee training
  - SDC relationship
    - Weekly meeting with Chris Earle - Director of Sport
    - Weekly meetings with Sam Manning - SDC Strategic Manager
    - Work with the SDC to make Loughborough Sport great
  - AU Finance
    - AU
      - Look for sponsorship for AU
      - Ensure budgets are followed as close as possible
    - Clubs
      - Work closely with Claire / Dave to ensure accounts are accurate and up to date
      - Make sure treasurers are well trained
  - Facilities Management Relationship
    - Meetings with Mark Freeman
    - Good rapport
    - Communication
- **Union Exec Responsibilities**
  - Exec Profiling
    - Twitter
      - Win the twitter league
    - Wear Stash
    - Regular visits out of the office
      - Eg. Dining Halls
  - Freshers Week
    - SMILE
    - Enjoy it
    - Be approachable
    - Be everywhere!
  - Representation
    - Attend Union Council
    - Regular meeting with EMG 'Buddy' Andrew Burgess
  - Exec Meetings & Reports
    - Never miss a deadline
    - Accurate
  - Being part of a great team
    - Supportive of rest of the exec
    - Communicating with rest of exec
    - Get involved in campaigns