

TERMS OF REFERENCE

Promotion Standing Committee

1. PURPOSE

The purpose of the Promotion Standing Committee is to ensure that legislators/regulators are aware of what we are thinking, the media both equestrian, national and local, know what we are saying; and most importantly all our members are informed and know what we are doing. The ultimate aim is to raise the profile of all Welsh breeds as well as that of the WPCS on any issue regarding the breed.

2. OBJECTIVES

- To review all promotional resources used by the society
- To develop co-ordinated strategies for:
 - the website/social media
 - Journal
 - Magazine
 - Literature
 - Lorry/Display unit
- To prepare a specification of the redevelopment of the website and social media platforms, allowing for a more user friendly and customer focussed online presence.
- To raise the profile of the society making it the first choice for any Welsh breed related enquiry.
- To establish a promotion network through associations, to enable effective communication across the society.

3. MEMBERSHIP

Membership of the group can be extended through co-opted members in relation to particular policies, procedures and task and finish work streams.

4. FREQUENCY OF MEETINGS

The Promotions Standing Committee will always meet at least once, between the main Council meetings of WPCS.

5. GOVERNANCE

The Promotions Standing Committee will report directly to the main WPCS Council.