

## **Northumberland Tourism Partner's Marketing & PR Group**

### **Terms of Reference**

#### **1. Purpose**

The group shall be open to any representative of a tourism related business or organisation in Northumberland.

#### **2. Role**

The role of the NT Partner's Marketing & PR Group will be to:

- Keep Northumberland Tourism (NT) informed of industry issues and activities that might impact on the marketing of the county.
- Provide a consultation group for NT in the development of the company's marketing strategies and plans.
- To investigate opportunities to work together on specific marketing projects or activities.
- To commit to linking with NT and other partner's PR and social media activities
- To contribute to the collection of statistical information to inform NT and partner's activities including providing visitor statistics for member's organisations and encouraging other organisations to do likewise.
- To utilise the Northumberland: An Independent Spirit branding in member activities wherever possible and to encourage other tourism organisations to do the same.

#### **3. Membership**

Membership of the NT Partner's Marketing Group will be open to the person/s responsible for marketing activities in the organisations described above. Membership is entirely voluntary.

Other persons may be invited to attend the meetings, on request, to provide advice or present to the group on topics of interest.

#### **4. Group administration.**

Northumberland Tourism will organise and chair the meetings and prepare minutes for approval by the group. All group members can propose agenda items which should be sent through to NT at least one week before each scheduled meeting.

**5. Frequency and Duration of meetings**

Meetings will be held quarterly for approximately 1.5 hours. Dates will be provided at least 3 months in advance.

**6. Location of meetings.**

Every effort will be made to vary the location of meetings across the county as some members will have to travel considerable distances to attend however this will depend on the availability of suitable venues. All members are encouraged to consider if they could offer a venue for future meetings.