

Terms of Reference: Marketing Committee of the Tourism NI Board

1. Purpose

The purpose of the Marketing Committee is to provide oversight and advice on strategic direction on behalf of the Board into Tourism NI's marketing activity aligned to the overall Tourism strategy for Northern Ireland, to ensure effective and efficient allocation of resources.

2. Objectives

1. The Marketing Committee will review and approve Tourism NI's Annual Marketing Plan and budget allocation, ensuring that the marketing strategy
 - Provides value for money
 - Is underpinned by robust market research, intelligence and insights
 - Is effective and efficient in its delivery and key performance indicators are in place to monitor this
 - Continuously seeks further improvement by building on learnings from previous activity
 - Responds to industry needs and market conditions
 - Protects and develops the Northern Ireland Brand: Northern Ireland - Embrace A Giant Spirit", positioning NI as a world class destination for short breaks.
2. Review business cases for marketing investment of programme budget over £1 million, and if content that the case is robust and warrants proposed investment, endorse the business case for recommended Board approval. The Marketing Committee will be copied into business cases from the Marketing Division being submitted to DfE for approval.
3. Support Tourism NI Senior Management team in working with stakeholders to address barriers to implementation of the strategy

3. Membership

The membership of the Marketing Committee will consist of at least three members of the Board. The Board may appoint members to the committee either internal or external who appear to the Board to have experience in any field of activity relevant to the purpose of the committee.

4. Attendance at Meetings

The Marketing Committee shall normally be attended by the Director of Marketing and other members of Tourism NI staff upon request.

Marketing Committee meetings may be held by video call if necessary.

5. Quorum

The quorum for Committee meetings is two Board Members.

6. Frequency of Meetings

Meetings shall be held at least three times per annum, and reflect the business cycle.

7. Reporting Procedures

Minutes of meetings shall be issued to all members and attendees within seven days of the meetings and submitted to the Board for information at its next meeting. Relevant papers and an agenda will be circulated at least one week in advance of the meeting.

8. The Marketing Committee is chaired by a member of the Board

9. Review

The Committee will evaluate its own performance against the Terms of Reference annually.

The Terms of Reference will be reviewed every three years.

10. Delegated Authority

The Committee is an advisory committee, which will review and discuss key outputs. The Chair will report a summary of the discussion to Board, including any endorsements / recommendations for approval.

11. Conflicts of Interest

Each member of, or attendee at the Committee is personally responsible for declaring, at the start of each meeting, any potential conflicts of interest arising out of business on the Committee's agenda, any interests they have previously declared, or any potential conflicts of interest arising from changes in the member's or attendee's personal circumstances. The Chair will then determine an appropriate course of action with the member or attendee. If the Chair has a conflict of interest, they should bring the matter to the attention of the Board, which will ask another member of the Committee to take the lead in determining the appropriate course of action.

Indicative Agenda

Item no	Agenda item	August	January	June
1	Marketing plan	X	X	X
2	Detailed marketing budget / spend	X	X	
3	Evaluation / Performance monitoring		X	X
4				