

Contact Name:	Selina Slater
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## **MARKETING & COMMUNICATIONS PLAN: ALBEMARLE SATURDAYS**

### **Project Overview**

Time to make the music you want, in the best possible place. The Albemarle Centre is throwing open its doors on Saturdays throughout 2017 to encourage us all to realise our music potential.

Whether you are a budding or established musician, a beginner or just someone who has always fancied getting their hands round a microphone or playing an instrument, the Albemarle - together with the Hull Music Hub and many special guests - is ready to unlock your potential.

This state-of-the-art facility will be ensuring that music and memories are made throughout 2017. There are no limits or barriers, so it's time to explore and discover your musical abilities...and you'll be in great company.

**Project Budget: £10,000**

**Marketing Budget: £900**

### **Objectives**

(Outline up to 3 key objectives that you want to achieve through marketing activity)

<b>Objective 1</b>	We are aiming to have at least 30 participants in each workshop.
<b>Objective 2</b>	To attract people who have never been to the Albemarle before, through distributing flyers, posters and word of mouth.
<b>Objective 3</b>	Bring families to try out musical sessions together through encouraging children to bring their parents.

### **Key Selling Points**

(Why should people choose to attend your event over everything else that is going on at the same time?)

<b>Selling Point 1</b>	Participants can stay for as little of long as they like, workshops last around 45 mins-1 hour and performances are relaxed.
<b>Selling Point 2</b>	They get an opportunity to be a musician, sing or play an instrument in a group and even be part of composing their own music.
<b>Selling Point 3</b>	Sessions will cater for all ages and musical styles over the whole project, so there is something to suit everyone.

## Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

<b>Audience 1</b>	Families, with young or school age children, they can do the sessions together. All performances will be accessible.
<b>Audience 2</b>	Young people aged 13-18, some workshops will use music technology, DJs, popular music. We aim to bring in youth groups that participate in music to work with visiting artists
<b>Audience 3</b>	People of all ages in Hull, there will be regular drumming and vocal sessions for people to experiment with. We want to encourage shoppers or visitors to come in and see what the project entails.

## Target Locations

(Where do your target audience hang out? What's the best way to reach them with marketing activity? Add more locations in if you feel relevant)

<b>Location 1</b>	Schools, our staff will promote in schools through visits as well as promoting in school assemblies.
<b>Location 2</b>	Early years sessions promoted through children's centres and toddler groups, social media sites.
<b>Location 3</b>	Promoting in local groups, amateur choirs, youth centres.
<b>Location 4</b>	People in Hull on the event days - St. Stephens Shopping Centre and Prospect Centre.

## Competition

(Is there anything happening locally that would impact on the attendance at your event?)

There will be lots of other events in the city centre, but people do not have to stay for the full allocated time.

## Marketing Activity

(Thinking about who your target audiences are and where they hang out, list the tools under the headings below that you will use to communicate your selling points. You don't have to use them all but give as much detail as possible including costs against the ones you choose).

<b>Activity Type</b>	<b>Details</b>	<b>Budget</b>
<b>Print</b>	2 sided A6 postcards x,1000 for distribution @ schools/children's centres/community groups/shops/cafes	TBC

	<p>We have staff going into nearly every school in Hull on a weekly basis, so all schools in Hull will be covered. I will contact all children's centres and youth centres (via head of youth service). Postcards will be given out at music centre ensembles.</p>	
Direct Mail	Produce a letter inviting all music service pupils	£0
Advertising - Online - Radio	Contact the local radio station to ask them for advertising rates	
Social Media	<p>Include:</p> <ul style="list-style-type: none"> <li>- Twitter</li> <li>- Facebook</li> <li>- Website content</li> </ul> <p><a href="http://www.hullmusic.org.uk/hub.com/albemarlesaturdays/">http://www.hullmusic.org.uk/hub.com/albemarlesaturdays/</a> <a href="https://www.facebook.com/albemarlesaturdays/">https://www.facebook.com/albemarlesaturdays/</a> @AlbeSaturdays</p> <p>Overall content will be updated on website and frequent social media posting will occur leading up to each event.</p>	
Other	Prepare a press release for local newspapers	

**Additional sponsors/funding partners that need to be declared**

In addition to Hull 2017, are there any sponsors, partners or funders who need to be mentioned? Do their logos have to be included on marketing communications? (Please include details below, including names, job titles and email addresses).

	Name	Job Title	Email Address
Sponsor, partners or funder details			

**Media**

(Consider how you are going to use the media to advertise your project)

Activity	Detail	Deadline
Are you going to submit a press release and send it to the media?	Yes	February 2017
Has the press release been submitted for approval to the Hull 2017 team?	Not yet	February 2017

What are the key milestones with regards to communications? Do you have any media calls/workshops planned?

Date	Activity	Detail	Deadline
25/11/2016	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in March	10/2/2016

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes, submitted images Logo is currently being designed.	20 <sup>th</sup> December 2017
Have you supplied video content for use of the Hull 2017 team?	No	

### Key Dates for Roll-Out

(Creating a plan of key dates will allow you to keep track of what needs to happen, when this should happen and what your deadlines are if you're going to meet these goals).

Date	Activity	Detail	Deadline
14/12/16	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	16/12/16
20/12/16	Logo design finalised	Logo designed finalised and submitted to Hull 2017 to update website page	20/12/16
January	Social media training	Facebook training so content can be updated regularly on our page.	27/1/16
13/1/17	Copy for brochure/website/social media	Update the Hull 2017 team.	13/1/16
13/1/17	Leaflets and Posters	Design of logo complete. Write a copy of leaflets and posters for workshops and concerts. Send to Hull 2017 for approval.	January 2017
20/1/17	Leaflets and posters	Leaflets and posters sent to print	20/1/16

## Evaluation

(How are you planning to monitor the success of your campaign? Please include a statement of intent - no more than 100 words)

- Data from social media, see increases in followers.
- Collect written and verbal feedback from participants and audience members. We will also ask people how they heard about the event and what area of Hull they are from.
- Collate information from mailing list.

## Sign Off

Name	Job Title	Signed	Date	Email
Selina Slater	Project Manager Albemarle Saturdays		14/12/16	selinaslater@gmail.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	06/01/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>		Cheryl.oakshott@hull2017.co.uk