**Land of Green Ginger  
MarComms Project Meeting**

**16 February 2017  
11:00 – 12:30**

**AGENDA**

1. Scope of LOGG MarComms Coordinator role
   1. Integration of role into existing team
   2. Roles and responsibilities
2. Digital Project – The Institute
   1. Delivery Model / Digital Coordinator
   2. Structural requirements – website and other channels
   3. Content development - scope and brief
   4. Critical timeline
3. PR Strategy and Timeline
4. Marketing update – brand development
5. Project specifics
   1. Update from teams following Creative Development session
6. Parallel campaign / integration with Hull 2017 “usual” channels – discussion
7. Immediate Priorities
   1. Agree and set milestones
8. AOB