**TURNER PRIZE MARCOMMS MEETING**

Date: Tuesday 18 April, 3.00PM-4.00PM

Location: Project Room 2, Lowgate

Attendees: Sarah Black, Lily, Chris Marr, George, Ben McKnight, Anna Marshall, Sarah Moor and Chloe Patrickson

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**MINUTES**

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| **NO.** | **MINUTES** | **ACTION** |
|  |  **Minutes and matters arising from previous meeting:** * Recap
* Circulate photos of the jury – need to be obtained
* Laura - print quotes have been requested
* Chris, Laura and Sarah – draft marketing plan
* Long list received by Sara – 12 artists
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|  | **Important points from meeting with Tate****Press*** Tate – agreed PR will be signed off next week.
* Ferens should be included in note to editors and have a section in the Press Pack
* Content should be at Tate for 28th.
* Tate agreed to do rights claims so images can be used.
* Tate doing the invite list – goes out a week before opening.
* Briefing for Martin by next Friday
* Press visit – Tate have their own photographers who will visit 21 - 22 Sept 2017
* Consider using upstairs of the Ferens for press to sit
* If BBC Breakfast do a feature they will be setting up before 6am on Monday.
* Wider team – also need to be considered / cared for separate to press.
* Press preview at 10.30am
* 16 Tate patrons will be attending in the afternoon.
* Preview will be that evening.

**Action:*** Anna to gather info for invite list to send to Ben.
* Ben to forward this on to Daisy.
* Ben to talk to Jane at B&Q about creating briefing for Martin.
* Have the jury ever been to Hull?
* Ferens to sign a non-disclosure agreement.

**Marketing** * Logos – Phil to provide full insight.
* Tate to be used for Turner Prize word mark.
* No Turner Prize logo but they are keen for us to use their font in marketing material (as above)
* Tate have offered to send templates and examples of past material to use for reference. Not limited to these templates.
* Meeting on Thurs 27.04.17 with Tate and BBC will help identify what BBC need.
* Ferens – discussion about its placement on marketing as a host brand should happen between Tate, Ferens and Hull 2017
* Artist’s films - Cross promotion with Tate’s social channels.
* All films should be signed off and include subtitles. Sodium mentioned as potential filmmakers.

**Action:*** Sara and Phil to decide on filmmakers for artist videos.
* Sara and Chris to create brief for filmmakers promptly.
* Films to be ready for at least when exhibition is open.
* Important to ensure shots of artists in Hull are featured in the videos.
* Films should be signed off by Tate.
* One member of Hull2017 should chaperon filmmakers when interacting with the artists.

**Events*** SB Chase documents for awards ceremony.
* Maria to take the stand first for opening talk – this then followed by presenter.
* Presenter for 2017 – should have strong Hull or Yorkshire connection. Needs to be a name.
* B&Q – may have info on who had too much relevance to present.

**Action:*** All to brainstorm a presenter – consider Musicians, Writers, Poets
* Ideas: Cosey Fanni Tutti, Genesis P-Orridge, Roland Gift, The House Martins - Paul Heaton, Lem (poetry), Melvyn Bragg, George Alagiah, Paul Smith – Maximo Park, Gareth Pugh, Vic Reeves, Reece Shearsmith
* Adelphi’s history – bands connected
* Consult the galleries who might have people in mind?
 | **AM****BM****BM****SB/PB****SB/CM****ALL** |
| **3.** |  **Catalogue*** Sara, Phil, Sarah – next Tuesday going to Kingston Press to see if they can print the catalogue.
* Last year’s catalogue paper was wrong – too glossy, was supposed to be newsprint material.

**Action:*** Need to work out:
* Quantities,
* Purpose
* Selling Price
* Who/what is it for?
 | **ALL** |
|  4. | Sponsorship & Stakeholders* Opportunities to seek sponsorship for.
* Too late for sponsorship for awards night.
* Sponsorship for catalogue, events, partner events.
* Ask Malcom for numbers of Ferens opening and visitor data for the gallery
* Learning and Engagement plan
* How to service stakeholders – in the 15 weeks identify key days
* Tuesday mornings (9am-10am) for target groups?
* Wednesday nights for corporate events? - X amount of evenings need to be agreed through the period.
* Also need to reach people who would not normally come to Ferens / the uninitiated – special event? And through our marketing have a tool that is measurable.

Action:* Decide on key days for target groups and corporate events.
* Decide on X amount of evenings lent to corporate events throughout the 15 weeks.
* Block out first week or two so no events are booked in this time.
* Speak to Partnerships to see what they usually do
* Create a marketing tool that is measurable to monitor those who would not usually come to Ferens.
 | **AM****SB/AM/BM****CM/SM** |
| **5.** | **Marketing Plan** * Main objectives – Sara and Phil to fill in the gaps
* End of April – key messages from audience development team. (LEARNING) Meeting to discuss is next week (26th)
* Ben add to PR section.
* Booking of poster sites - quiet period chance to get assets together.
* Tate might create four posters not just one.
* Posters should have a call to action. Eg. Discuss – words that fit our objectives. Then one picked to be put in community zones. We could have 4 posters, with 4 different words used on each to target different groups/audiences.
* This will create threads eg. One word can be used to place in community zones to draw communities in.
* Four words – artist’s talks could be a thread; events follow from a separate thread. Makes it accessible and feel like a direct invite.
* Artist talks will be ticketed but affordable.
* Audiences will purchase tickets through Hull 2017

**Action:*** Main objectives – Sara to fill in the gaps
* Discuss PR in meeting next week
* Sara to go through Marketing plan with Phil
* Comment about age in plan is not relevant anymore – needs to be changed as it is the most recent time someone over 50 may be featured (Dependent on chosen artists)
 | **SB****SM** |
|  | **Next Meeting: Monday 8 May – Sara to choose a time closer to the date.** |  |